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Often a child’s first best friend is their pet.
The RSPCA has been working tirelessly to care for and protect animals for more than 141 years. In this time, we have become Australia’s leading animal welfare organisation. Although the actions of RSPCA Victoria are limited by our state boundary, we are an active member of RSPCA Australia (a federation consisting of an RSPCA from each state and territory of Australia).

Across Victoria, the RSPCA improves the lives of animals through the work of our Inspectorate, shelters, veterinary clinics and teams dedicated to community education. We achieve so much in animal welfare with generous support from the community. Only 3.5% of the RSPCA’s operating expenses are supported by a grant from the Victorian State Government. Without generous community support our ability to help so many animals would be greatly reduced.
The RSPCA's objectives are to promote and enhance the well-being of society and the welfare of its animals by:

- Educating the Victorian community regarding the humane treatment and management of animals and increasing public awareness of, and support for, animal welfare.
- Enforcing the existing laws to prevent cruelty to animals.
- Influencing the amendment or development of legislation and standards considered necessary for the protection and welfare of animals.
- Encouraging and providing a sustainable, needs-based network of animal welfare services across the state, for the care, shelter, treatment, rehabilitation and protection of animals within the capacity and strategic directions of the organisation.
- Providing relief programs to assist people within the community who are experiencing adverse circumstances, to enable them to care for or manage their animals.

RSPCA Victoria is the trusted advocate for animals and leads social change so that all animals live according to the Five Freedoms:

- Freedom from hunger and thirst.
- Freedom from discomfort.
- Freedom from pain, injury and disease.
- Freedom to express normal behaviour.
- Freedom from fear and distress.
True compassion, extends itself through the whole of existence and sympathises with the distress of every creature.
The year at a glance

Animal care

Exploring alternative ways to help animals in the community, including early intervention strategies.
- Our new Mobile Animal Care (MAC) unit was launched.
- RSPCA foster care was extended to more than 900 animals.
- Our free cat microchipping and desexing programs improved welfare by helping pets of low income earners.
- Plans for our RSPCA Pets Place centres were finalised which will provide a community hub for pet care information and services.
- RSPCA Inspectors prosecuted 77 offenders, relating to 260 animal cruelty offences. They also worked to educate thousands of other people regarding responsible pet ownership.

Leading social change

Advancing animal welfare by leading social change.
- Our welfare initiatives improved outcomes for cats entering our care and in the community.
- The RSPCA ‘Happy Endings’ adoption campaign influenced attitudes related to adoption from shelters.
- Our state-based animal welfare campaigns engaged the community and influenced change.

Education, awareness and outreach

Improving animal welfare by raising awareness and changing behaviour.
- We worked with RSPCA Australia to launch our ‘Hens Deserve Better’ campaign, highlighting the need for improved hen welfare.
- Our youth engagement program was piloted in two schools.
- RSPCA and community events achieved record participation levels.
- Over 40,000 Facebook fans were engaged in animal welfare messages, a 48% increase on last year.

Working collaboratively

Building and strengthening our partnerships and effectively engaging stakeholders.
- We worked with key government stakeholders on the drafting of a State Emergency Animal Welfare Plan.
- Contractual arrangements with our regional veterinary partners were reviewed and enhanced.
- Partnerships with local councils influenced community understanding of responsible pet ownership.
- Collaboration with other animal welfare groups helped to strengthen campaign messages and increased community awareness.
- Over 75 workplace giving partners were engaged to financially support our animal welfare work.

Advocating for legislation and policy change

Contributing to political debate to improve legislation and policy.
- Our recommendations to government resulted in changes to the Domestic Animals Act and expected improvements to legislation governing puppy factories.
- We contributed to an assessment of breed specific legislation and continued to influence government regarding our position of ‘deed not breed’.
- Our advocacy achieved change to the Code of Practice governing our shelters. This resulted in the removal of ‘28-day’ restriction for animals in our care and facilitated improved welfare outcomes.

Organisational resilience

Effectively manage our resources, maintain our strong reputation and harness community support.
- We commenced the redevelopment of RSPCA Burwood East.
- Our information systems were enhanced with the introduction of new front-of-house and marketing software.
- More than 2,400 volunteers contributed over 165,000 hours to support our animal welfare services.
- We achieved 23% growth in Trust and Foundation income to help fund our critical animal welfare services and projects.
Animal welfare expenditure trend

Sources of income 2011/12

- Fees for animal services 31%
- Fundraising 24%
- Bequests 22.5%
- Investments 10%
- Retail sales 8%
- Government grants 3.5%
- Other 1%

Expenditure 2011/12

- Animal welfare related expenses 64%
- Support services 16%
- Fundraising and bequest expenses 8%
- Retail expenses 6%
- Investments (portfolio movement) 5%
- Other 1%

Animal welfare expenditure trend

$ millions

Financial year
The year ahead

All staff and volunteers at RSPCA Victoria work to achieve our vision: to be the trusted advocate for animals and lead social change, so that all animals live according to the Five Freedoms.

This vision and improved animal welfare outcomes are achieved by working according to our 2011/14 strategic plan, with a focus on proactive animal welfare initiatives, education and greater advocacy.

In 2012/13 (the second year of this plan), we will commence development of our animal care model strategy, seek to further influence local government and continue our strong focus on outreach programs, awareness campaigns and partnership development. We will also maintain our focus on organisational resilience to ensure we effectively manage our resources, maintain our strong reputation and harness community support.

Our priorities for 2012/13 will lead us toward achieving our three-to-five year objectives and will help us ultimately achieve our planned 10 year outcomes.

**Priorities for 2012/13**

**Animal care**
- Open RSPCA Pets Place, our new community pet care centres.
- Evaluate the opening of our first RSPCA Pets Place.
- Begin development of an ‘animal care model’ strategy.
- Identify and continue to implement preventative and early intervention strategies.

**Leading social change**
- Understand community perceptions, concerns and awareness.
- Review and refine campaigns and advocacy priorities (annual priorities).
- Evaluate stakeholder perceptions, income and animal welfare outcomes resulting from our initiatives.
- Influence local government in relation to animal welfare.

**Education, awareness and outreach**
- Continue to diversify the delivery of education initiatives.
- Continue to identify and deliver community awareness campaigns and initiatives.

**Working collaboratively**
- Strengthen existing partnerships with key stakeholders within the broader animal welfare community.
- Actively support national RSPCA animal welfare campaigns.
- Continue to identify key stakeholders and expand strategic partnerships to maximise opportunities.

**Advocating for legislation and policy change**
- Continue to advocate for ‘duty of care’ to be necessary in all animal welfare legislation and policy.
- Influence state government change in relation to puppy factory code of practice.
- Influence local government in relation to achieving positive animal welfare management.

**Organisational resilience**
- Continue to develop strategies that continuously improve operational and corporate policies and procedures.
- Continue to identify opportunities to diversify long-term income streams.
- Identify and implement opportunities to manage the Burwood East location during site redevelopment.
- Plan and develop strategy in relation to operational effectiveness post site development.
Saving an animal won’t change the world, but it will surely change the world for that one animal.

Unconditional

RSPCA Inspectors rescued Loki from a life of neglect and sadly she was in very poor condition when she arrived at the RSPCA. After receiving much-needed care and rehabilitation from the dedicated RSPCA team, including one of her best friends and Animal Attendant, Roxy, she was ready to start afresh. Loki’s sweet nature and unwavering loyalty melted hearts during her 12-month stay at the RSPCA, while her owner was being prosecuted by our Inspectors. Loki established quite a fan club of staff and volunteers but everyone was delighted when she found a loving new home and was renamed Jetty.
Dr Wirth was delighted when our redevelopment of RSPCA Burwood East commenced this year. For many years, he has eagerly anticipated the day that we would open our world-class facility for animal care. Our new centre will provide indoor dog, cat and small animal adoption, expanded training and behavioural services and improved grooming areas. All these improvements will ensure RSPCA animals are given the best chance of a happy ending. Border Collie Kenzie, who is in training in the RSPCA’s Education team, was also proud to oversee this project, together with a dedicated project management team!
The aftermath of the cruel treatment of cattle in Indonesian abattoirs, exposed at the end of May 2011, has dominated the animal welfare debate during the past year. Cattle producers have blamed the government for its handling of the affair despite the fact that the leaders of the industry were well aware of what was going on. The new regulatory regime that has been introduced has still to be thoroughly tested. The RSPCA continues to insist that pre-slaughter stunning must be made mandatory to prevent animal suffering.

Some good has come from this episode. The Federal Government, having suffered the backlash of the Australian community, now understands that the sooner live animal exports for slaughter is abandoned and replaced by a meat-only trade the better.

The Animal Welfare Branch of the federal Department of Agriculture, Fisheries and Forestry was moved back to the Animal Health (Biosecurity) Division. The Australian Animal Welfare Strategy has been reviewed and a new Advisory Committee has been appointed, resulting in renewed enthusiasm and progress.

Our Board

The RSPCA Board, the staff and volunteers remain committed through the strategic plan to delivering our Society’s objectives. During the year Lorraine Bates, a long standing volunteer and an inaugural member of our St Martin’s Club (now Champion Circle) and Robert Carraill, a State Council and Board member for 24 years, past Chair and member of a number of Board Committees, retired from the Board and were replaced by Bronwyn Hughes and Darren Nabbs. I thank Lorraine and Robert for their strong support of the RSPCA philosophy over many years. They made an outstanding contribution to the success of the organisation. Both Bronwyn and Darren have skill sets which will be a valuable addition to the Board capacity of the future.

The Board committee system has been reviewed and enhanced, which allows the Board to refer for consideration and recommendation a large number of issues.

Lasting legacies for animal care facilities

This year we commenced construction on the final stages of our master plan for our Burwood East site. Our vision to build new animal care facilities for future generations was only made possible by the enormous generosity of three committed RSPCA supporters who bequeathed legacies to the Society for this specific purpose.

The new animal care facilities will feature indoor adoption centres, upgraded veterinary clinic and hospital, wildlife and quarantine areas and expanded animal services for grooming and behavioural training and new services such as doggy daycare. The design has a strong focus on being environmentally sustainable including a sub-surface wetland that will see RSPCA Burwood East recycling an estimated 80% of the water used on site.

Once completed in July 2013, it will provide a significantly improved environment for the animals in our care, as well as our customers, staff and volunteers.

We are confident that our three generous bequestors would be very proud of the wonderful legacy they have left for animal welfare in Victoria.

Campaigns

The RSPCA has continued to develop campaigning skills that keep a range of animal welfare problems and their solution before the community. A valuable addition has been the use of social media which can quickly alert supporters to a new concern. Despite this, action by government is frequently slow, often taking 10 to 20 years to resolve a cruelty issue. Legislation to control puppy factories has been enacted, but there has been no government response to the RSPCA call to end jumps racing and recreational duck shooting, even though the relevant Ministers have been well briefed on the cruelty involved. The Minister for Agriculture remains adamant that the failed legislation which was designed to eliminate American Pit Bull terriers will not be revoked.

Government and external relations

The relevant Victorian Ministers are annually visited to ensure that they are briefed on RSPCA policies. Requests made for the Society to be represented on a variety of government and non-government Committees and Boards are usually accepted where relevant as these provide the opportunity to ensure that our voice is widely heard. Major government committees are the Australian Animal Welfare Advisory Committee and its sectoral working groups and the Victorian Animal Welfare Advisory Committee. Some current projects are developing animal welfare indicators for all classes of animals; fish welfare; national guidelines for the responsible ownership of companion animals; regulating the guard dog industry; amending the Victorian Horse Code of Practice and removing from close confinement sows and piglets.

Acknowledgement

I thank the members of the Board and the management team lead by CEO Maria Mercurio for their support and outstanding contribution during a busy and thoroughly rewarding year.

I am grateful for the ongoing support given to the RSPCA during the year by so many Victorians. It is this support, that has developed the RSPCA into the leading influential animal welfare Society it is today. I urge you to consider every section of this Annual Report which will convince you of outstanding progress.

Hugh J Wirth AM KSJ
Honorary President
Dr Hugh Wirth AM KSJ
BVSc, Hon DVSc. (Melb)  MRCVS, FAVA
• President, RSPCA Victoria
• Chair, CEO Review and Nomination Committees
• Past President and International Board member World Society for the Protection of Animals (WSPA)
• Past President, RSPCA Australia
• Director, RSPCA (Vic) Foundation Pty Ltd
• Commenced on State Council: March 1969; Vice-President 1971; President since 1972

Suzanne Ewart
BEcon, CPA GAICD
• Deputy Chair, RSPCA Victoria
• Principal Business Consultant – Suzanne Ewart and Associates, specialising in business, finance and strategy
• Non-executive Director, Treasury Corporation of Victoria (TCV)
• Non-executive Director, Southern Rural Water
• Non-executive Director, Peter MacCallum Cancer Centre
• Commenced on Board: 19 January 2010

James Smith
BComm, FCA
• Chair, RSPCA Victoria Audit Committee and Budget and Finance Committee
• Practising Chartered Accountant and Business Advisor
• Director, RSPCA (Vic) Foundation Pty Ltd
• Commenced on State Council: 17 April 1984

Dana Jane Hlavacek
BComm (Hons), MAcc, FCA, GAICD
• Governor, Arts Centre Melbourne Foundation
• Director, Melbourne Water Corporation
• Corporate and Philanthropy Committee Member, Salvation Army
• Audit and Risk Committee Member, Brotherhood of St Laurence
• Treasurer and Public Officer, Beacon Cove Neighbourhood Association
• Commenced on Board: 19 January 2010

Dr Onn Ben-David OAM
BVSc
• Practicing Veterinary Practitioner
• Chair, RSPCA Victoria Animal Welfare Policy Committee
• Commenced on State Council: 18 September 1979
• Vice President: 1980-2008

The RSPCA has helped re-write the future.
Lorraine Bates (not pictured)
• Former Deputy Chair, RSPCA Victoria
• Business experience – Travel, tourism and customer service
• Inaugural Member of St. Martin’s Club (now Champion Circle)
• Commenced on State Council: 19 April 2005
• Retired from Board: 31 December 2011

Dr Carole Webb AM
BVSc (Hons), MACVSc  
(Feline Medicine)
• Practitioner, Feline Medicine
• Executive Director, Cat Protection Society
• Commenced on State Council: 15 April 1997

Marco A. Ciobo
BSc, MSc (Physics - Hons), MBA  
• Principal, global management consultancy, A.T. Kearney
• Head of Technology practice South East Asia, Australia and New Zealand
• Commenced on Board: 27 January 2010

Bronwyn Hughes
B.A. (Melb.) Grad. Dip. Lib. (RMIT)
• Involved in animal welfare for over 30 years
• Inaugural Member of St. Martin’s Club
• Professional background in library, information services and adult education
• Councillor and management roles, former Western Metropolitan Regional Council of Adult, Community and Further Education
• Commenced on Board: 1 January 2012

Robert Carrail OAM
BAgSc, DipAgExtn, FIAST  
• Chair, RSPCA Victoria Strategy and Corporate Policy Committee
• Agricultural Scientist, experienced in farm animal production
• Past Board Member and Chairman, Corangamite Catchment Management Authority
• Past Board Member, Greening Australia (Victoria)
• Commenced on State Council: 15 March 1988
• Retired from Board: 15 May 2012

Darren Nabbs
BBus(Mgmt), AssocDip Eng (Civil), GAICD
• National Operations Manager, Transfield Services
• Operations and Project Manager with over 20 years extensive water and infrastructure experience
• Past Victorian representative, Australian National Committee on Irrigation and Drainage
• Commenced on Board: 28 May 2012
Our CEO Maria Mercurio is very proud of RSPCA Victoria’s achievements in cat welfare this year. Our many years of community awareness promotions and proactive welfare campaigns resulted in fewer admissions, significantly improved reclaim rates and increased adoptions. Maria was delighted to reflect on the progress of our cat welfare promotions with Coco Black, Pingu, Humbug, Archie and Toukey, who have all found their forever homes thanks to the RSPCA.
The 2011/12 year was certainly a noteworthy one. Our strategic plan provided the framework for achieving our longer-term outcomes and our operational plans guided us to deliver our priorities for the year.

Animal care

Our focus for the year has been on interventions to address the causes of homeless animals as well as treating the symptoms. The overall number of companion animals entering our shelters continued to decline. While it is difficult to confirm a causal relationship between our interventions and the intake numbers, our results certainly point to this conclusion.

First among our achievements was our progress made to improve the lives of animals, with cat welfare leading the way. Our programs implemented over the past two years have led to outstanding outcomes. In 2012 our most noteworthy result was the dramatic change in our cat statistics with an increase in adoption and reclaim rates and a fall in cat euthanasia. Our initiatives included adoption promotions, waiving of adoption fees, free or discounted desexing and microchipping programs and additional foster care. All of these have borne fruit. Our staff and volunteers have done an outstanding job in designing and implementing these programs.

Likewise the results for dogs coming into our care were positive. Of all dogs received, 82% were either reclaimed or adopted, up from 80% last year; Euthanasia rates also continued to drop. Ongoing targeted programs will continue into the new year.

Part of our commitment to the communities ravaged by the Black Saturday bushfires and the generous donors to our bushfire appeal, was to provide greater capacity in the future should such a tragedy occur again.

This year we launched our new Mobile Animal Care unit. We wanted a vehicle capable of being used by our Inspectors for large scale operations, by our Vets to treat animals outside major metropolitan areas, by our Education team and for community events. It is a remarkable vehicle which will greatly enhance our ability to deliver hands on animal care.

Our Inspectors again saw the number of complaints relating to companion animals continue to increase with cases becoming more complex and often involving large numbers of animals. Our prosecutions increased and the role of our Inspectors as educators expanded. Our Inspectorate team provided valuable expertise and insight into a Victorian Emergency Animal Management Plan and assisted with the rescue of animals in a number of natural flooding disasters.

Education, partnerships and advocacy

Changing future outcomes will only happen by continuing to educate our community. The 2012 year was characterised by a number of new initiatives and a continuation of other successful programs. In June we celebrated the 10th anniversary of our Education unit and facility at RSPCA Burwood East. Our Education team expanded our links with Victoria University, the Department of Justice, the Victorian Schools Ethics Committee, VCAL teachers and a youth engagement program was piloted in two schools.

Our major events for the 2012 year again achieved record attendance and our participation in a large number of community events helped to extend our reach and influence and strengthen existing relationships. We continued to monitor community feedback and awareness especially via social media, which provided insight into emerging community views and helped us to better target animal welfare messages.

A number of legislative changes were either enacted during the past year or are in the pipeline including puppy factory [intensive breeding facilities] legislation, a revised Code of Practice for Pounds and Shelters, revisions to the Domestic Animals Act and the Prevention of Cruelty to Animals Act (POCTAA), and a change to the 28-day rule governing our shelters. We campaigned strongly on all of these issues as well as continuing to campaign against duck shooting, jumps racing and live animal exports and supported a national effort to raise awareness of the welfare issues associated with improving hen welfare.

The RSPCA was again represented on a number of government committees and made submissions on many other proposed changes to legislation or policy.

Organisational resilience

In order to care for animals into the future, a number of internal improvements were implemented, including a new front-of-house system to better serve our clients and a new marketing database to increase our ability to communicate with supporters.

We went a long way to completing the next phase of our Burwood East site redevelopment which will be completed in November 2012. This will provide much improved adoption facilities and added value animal services. The new year will see the completion of this major project and the opening of two offsite pet care centres with a focus on adoption and education.

It has been an extraordinarily busy and productive year. Our success is attributable to the strong support of the Victorian community, the generous backing by our donors and supporters, the total dedication and skills of our staff and volunteers, and the leadership of our President and Board. Thank you to all who have contributed to our success and I look forward to our next year of progress in enhancing the lives of animals.

Maria Mercurio
Chief Executive Officer
Organisational resilience

Board development

The RSPCA Victoria Board underwent significant changes in 2011/12, including the retirement of two longstanding, dedicated Directors. As a consequence, recruitment was undertaken to fill these positions, with Bronwyn Hughes (a long-term RSPCA supporter and volunteer) and Darren Nabb (a highly qualified external candidate) recruited.

In the past year, our Committee structure and Board meeting agendas were evolved and our risk management framework was formally introduced. Our Board was actively involved in its implementation and will continue to monitor effectiveness in the coming years.

Strategic planning

The RSPCA Victoria strategic plan helps us to stay focused on achieving our organisational vision. The 2011/12 year was the first of our three year plan, which will lead us toward achieving our three-to-five year objectives and ultimately help us achieve our 10 year outcomes.

In November 2011, our Board and Executive Management Team reviewed our progress against the strategic plan and set our priorities for 2012/13. More insights related to these priorities are provided on pages 8-9.

Regional site upgrades

During 2011/12, we continued to improve RSPCA centres across Victoria. A number of our regional shelters underwent re-surfacing of dog kennels and cat facilities were also upgraded in several locations. A number of centres were also repainted and improvements were made to enhance the customer experience.

Our major upgrade at RSPCA Bendigo from two years ago was further consolidated during the year with additional improvements to the cat adoption areas, sealing of the dog exercise yards and the installation of shade sales over the large exercise yards.

RSPCA Peninsula was also upgraded during the year with re-sealing of all of the animal areas. This location was also a major focus of visual improvements, including all new signage to promote our adoption areas.

Work Health and Safety

With the expected changes to Work Health and Safety (WHS) legislation, we continued our comprehensive review of our WHS framework. We worked closely with our WHS committees to ensure the safety of employees and volunteers remained a priority.

Our strong commitment to a healthy and safe workplace was also demonstrated with our ongoing focus on up-skilling staff. Training included focuses on return to work coordination, WHS and first aid.

RSPCA Burwood East site development

Our redevelopment at RSPCA Burwood East officially commenced in August 2011. This phase of development will see our existing Animal Welfare Centre extensively refurbished and integrated with a new building.

All animal welfare and other services will continue throughout the construction period with every effort made to reduce disruption to our animals, staff, volunteers and customers. With this redevelopment funded by a number of extremely generous bequests, it is an excellent example of how generous donors can leave their lasting impression on animal welfare.

Investments in information infrastructure

During the year, we invested in two new software packages to improve our customer service and supporter relationships. These packages were the final steps in a five-year program to progressively upgrade our information technology infrastructure.

The package, which manages our Marketing database, will improve contact with all of our supporters. The customer service software, currently installed at RSPCA Burwood East, manages all supporter transactions on-site and has improved the operation of our veterinary clinic. This new software will be rolled out to other RSPCA sites in the coming year.
Paul, a member of the RSPCA Customer Service team, is pictured with Poppy, a one year old rabbit who came to the RSPCA as a stray. In the past year, Customer Service has introduced a new member to the team, Customer Logic software, and it’s proving to be an excellent addition that is improving the customer experience at our clinic and helping animals just like Poppy. Paul thinks Poppy’s lovely nature would make her another outstanding addition to the Customer Service team any day!
Developing our people

Leadership Team

Executive Management - Maria Mercurio, Greg O’Brien, Helen Cocks, Jenny Davis

Animal Welfare - Chris Thurgood, Allie Jalbert, Michelle Eeles, Sarah Johnstone, Catherine Scullin, Sally Schimleck

Community Engagement - Chantelle Courtney, Sally Meakin, Yvonne Steiner, Fiona Grigor, Margaret Droudge, Stephanie Moore

Support Services - George Nicholson, Allison Mackin, Shane Van Houten, Chris McIntosh
Volunteer contributions

In the past year, as our animal welfare services, programs and fundraising events continued to grow, our team of committed volunteers also expanded.

Over 2,400 volunteers generously contributed their time, including work experience students, interns, foster carers, corporate supporters and regular volunteers. This dedicated group contributed over 165,000 hours of their time, providing $3.6 million in support hours. These committed volunteers helped to support all areas of our organisation including animal care, support services, community engagement, fundraising activities and the operation of our 13 op shops across the state.

Companies involved in our corporate volunteering program this year grew by 35%. This program was supported by 418 volunteers, from over 20 companies who contributed over 2,500 hours. NAB and ANZ were again significant supporters contributing 43% and 14% of overall corporate volunteer hours respectively. We were also delighted to welcome Australian Unity Investments, carsales.com, Telstra, Yarra Valley Water, Dulux, AAPT, Massa Imports and GlaxoSmithKline to our corporate volunteering program.

This year we continued to invest in the future of animal welfare through work experience. This program provided more than 250 tertiary and secondary students with the experience of working in an animal care environment or related field.

We are sincerely grateful to each and every person who volunteered their time to help us create a brighter future for animals.

Development opportunities provided in 2011/12 included:

- Specialised animal care and behaviour training focused on natural horsemanship, wildlife and companion animals.
- Senior staff and volunteer development in time management, vocal intelligence, presentation training and cultural diversity.
- New information software and systems training.
- Communications training for key spokespeople across the organisation.
- Equal Employment Opportunity training was rolled out to new employees who joined the organisation.
- Work, Health and Safety training.
This year, we were excited to introduce our new Mobile Animal Care unit to the community, which was partly funded by generous donations from our 2009 Bushfire Appeal. MAC is a multi-purpose vehicle that will support a number of animal care initiatives including mobile microchipping. MAC will also be an invaluable resource for our Inspectors when they initiate large scale animal rescues and during emergency situations. Ryan Anderson from our Shelter, Dr Nicola Cotton from our Clinic and Daisy from Adoption are all very proud of MAC!
Mobile Animal Care unit

Following the 2009 Black Saturday bushfires, we decided that an organisational vehicle was desperately needed for emergency situations. The idea of MAC, our Mobile Animal Care unit evolved and we were delighted to launch this new chapter in animal welfare in February.

Our experience and consultation with stakeholders shaped the design of this state of the art Mobile Animal Care unit. MAC’s features include:

- Mobile surgical facilities, allowing our veterinary team to take services ‘on the road’. MAC includes a fully operational theatre with all equipment needed to treat animals, including sterilising units, an anesthetic machine and oxygen tanks.
- A communications hub to ensure our teams can be contacted in remote areas, with access to the internet and radios for communication.
- A housing area to safely contain animals before and after surgery.
- Power points, lighting, air conditioning and two small fridges, all powered by a generator.
- Running hot and cold water, which is essential for surgical procedures and general animal care.

Aside from its preparedness for emergencies, MAC will also support large-scale Inspectorate cases when the presence of a vet to assess the health of animals is needed. It will also help extend our reach to remote areas by providing mobile veterinary services to animals in need.

We would like to sincerely thank those who supported our bushfire appeal, as a small portion of these funds were used to create MAC.

Pets Place

During the year, we finalised plans for our two community pet care centres, RSPCA Pets Place. These centres will provide a strong community presence for the RSPCA and will create a positive environment in which the community can access pet care information, services, products and adopt animals. Our goal is to enhance animal welfare awareness and provide an effective channel to promote our Five Freedoms, animal welfare campaigns, events and services.

In the coming year, we plan to open RSPCA Pets Place in the northern suburbs of Melbourne and in Ballarat, one of Victoria’s fastest growing regional areas.

Tender loving foster carers

In the past year, some of the animals entering our shelters needed a little extra help before they were ready for adoption and their new forever homes. They may have been too young, unwell, recovering from surgery, or may have needed training to improve their behaviour. Our foster care program helped these animals recover in a home environment until they were ready to enter adoption.

Thanks to the support of our dedicated foster carers, more than 900 animals were given a second chance, a 33% increase on last year. This included a large number of puppies, kittens and juvenile rabbits and guinea pigs who were too young for adoption.

Following a recruitment drive, we were delighted to welcome 50 new volunteer carers to our shelter team this year. This dedicated group kindly gave their time to nurture animals and played an important role in our positive welfare outcomes. In the coming year, we will continue enhancing our fostering program to provide more animals with a second chance at happiness, particularly those needing behavioural and medical rehabilitation.

Working together to improve cat welfare

We were really pleased to see our cat welfare initiatives from the past two years positively impacting outcomes for cats. As compared to last year, fewer cats entered our care and more were either returned to their owner or found loving new homes.

This year we continued our free cat microchipping and desexing programs for health care card holders in four regional areas. The uptake of this offer far exceeded our expectations, with 685 cats desexed and 673 microchipped. This initiative engaged local veterinarians who kindly provided these services at a discounted rate.

In metropolitan Melbourne, our veterinary clinics at Burwood East and Peninsula once again offered discounted cat desexing and free microchipping. A total of 165 cats were desexed and 185 cats were microchipped.

Our many cat-focused initiatives will undoubtedly help us produce many more positive welfare outcomes in the future.
This year 30,438 animals entered the care of our 10 Victorian Shelters. Pleasingly 10% fewer dogs were admitted and we received 22% fewer cats, an extraordinary improvement on previous years.

The significant decrease in the numbers of cats and kittens entering our shelters suggested our free desexing and microchipping initiatives were beginning to positively impact welfare outcomes.

Of the cats admitted to our shelters, nearly 50% were adopted or reclaimed by their owners, largely due to increased adoptions. These positive outcomes for cats were an increase of 35% on the previous year. This trend is extremely positive, but there is still significant improvement needed when you compare cat outcomes to those for dogs. We will continue to work tirelessly to improve cat welfare through targeted initiatives that decrease the number of unwanted cats in our community, while increasing the number rehomed with loving new families.

Of the dogs admitted to our shelters, 82% were either adopted or reclaimed by their owners, an increase of 4% on the previous year. While some shelters experienced lower adoption rates, positive outcomes were maintained with most locations recording a corresponding increase in the number of dogs reunited with their owners.

**Happy endings**

Each day our dedicated team of staff and volunteers works to offer stray and abandoned animals a second chance at happiness. To profile some of these animals who have found loving new families thanks to the RSPCA, we launched our new Happy Endings adoption awareness campaign in November. Our promotions included online, billboard and print advertising across the state, with our Happy Endings stories illustrating the many different breeds and types of animals we have available for adoption.

This campaign effectively created interest in RSPCA animal adoption, with visitation to our website and adoption related enquiries significantly increasing. We were also delighted to hear from many people who had previously adopted their animals from the RSPCA and were hoping to have their pet’s stories uploaded to www.RspcaHappyEndings.com. Hearing updates about the second chances we offer animals is certainly one of the most rewarding aspects of our community work. Our Happy Endings campaign will also undoubtedly provide more animals with a second chance well into the future as people look to find their new best friend.

**Adoption support**

An important new focus of our Adoption team was contacting our clients soon after taking their new RSPCA pet home. As part of this follow up, we provided guidance, support and information to help new owners and pets build strong bonds. On some occasions, we also provided referrals to our behavioural team or our post-adoption behaviour classes, reassuring our adoption clients that we are always here to help. This service has helped more of our animals smoothly transition into their new homes and has been an integral element of the many happy endings we achieved.

**Promoting adoption**

Other key adoption promotions in the past year included:

- Three ‘I ❤️ Cats’ fee waiver promotions which raised awareness about the value of feline friends and found more than 200 adult cats loving homes.
- Expanded ‘Young at Heart’ fee waiver promotion for all dogs and cats aged seven years and over, which helped to rehome more than 500 senior animals.
- Launched ‘Double the Love’ where kittens adopted in pairs were available at a reduced fee. This initiative encouraged families to adopt two kittens, producing a better welfare outcome when they have a playmate.
- Twilight adoptions continued at RSPCA Burwood East and Peninsula with extended opening hours on Thursdays and Fridays during daylight savings.
- Food, Shelter & Love was launched where we partnered with Hill’s Pet Nutrition to promote RSPCA adoption.
- Regularly promoted our adoption animals through a number of online channels and media promotion.
Alice Currey is our Shelter Supervisor who provides leadership to our Burwood East staff and volunteers. Each day, Alice and her team provide care to a variety of animals, including those needing specialist knowledge like Boris. One of many pigs entering our shelters, Boris was surrendered to the RSPCA after his owners were unable to keep him. Our Shelter team was delighted when Boris was rehomed to a farm where he would live out his days with the company of people, other animals and enjoy his favourite diet of apples and peanuts!
Volunteers caring for all creatures

Volunteers are an integral part of our day-to-day work caring for animals entering RSPCA shelters. Across the state, our volunteers deliver critical support providing much-needed environmental enrichment to our animals. This includes walking and exercising dogs, grooming, feeding, playing and simply providing much needed human interaction and tender loving care.

This year we continued to review our guidelines and procedures to ensure greater consistency in animal handling techniques amongst all our volunteers and staff.

RSPCA Peninsula Open Day

In March, we were delighted to invite the community to explore RSPCA Peninsula. More than 500 people attended our open day, taking the opportunity to explore our veterinary clinic, visit our animals for adoption and meet our RSPCA Peninsula team.

We were also excited to officially launch our Mobile Animal Care unit (refer to Animal Care Programs page 20). Pleasingly, many in the community also took this opportunity to consider adopting their new best friend, with 21 animals finding their loving new home.

Offering more second chances

Changes in legislation at the beginning of the year allowed us to keep animals in our care for longer and provided greater flexibility in adopting animals with special needs. As a result, we increased our focus on animal rehabilitation, expanded our foster care program and increased the transferring of animals between RSPCA locations, to maximise opportunities for adoption. We also worked tirelessly to rehome a number of horses and livestock, with our specialty yards at RSPCA Peninsula and Bendigo often at capacity. This ensured RSPCA animals received the best of care and workplace safety remained a priority.

Friendship

Stormy, the Rhodesian Ridgeback was surrendered to an RSPCA Inspector in an emaciated condition. After he received critical veterinary treatment, he entered the nurturing care of a foster carer for several weeks. Here, he regained weight, built his confidence and learned how to walk on a lead. Stormy flourished in foster care and after his rehabilitation, was adopted into the loving home of Stephen who couldn’t imagine life without him.
### RSPCA Shelters 2011/12

<table>
<thead>
<tr>
<th>Shelter</th>
<th>2010/11</th>
<th>2011/12</th>
<th>%</th>
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<tr>
<td><strong>Dogs admitted</strong></td>
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<tr>
<td>Reclaimed</td>
<td>3,506</td>
<td>3,809</td>
<td>58.5</td>
<td>1,415</td>
<td>1,398</td>
<td>58.8</td>
<td>1,440</td>
<td>1,461</td>
<td>63.1</td>
<td>203</td>
<td>194</td>
<td>57.8</td>
<td>266</td>
<td>229</td>
<td>46.7</td>
<td>170</td>
<td>147</td>
<td>30</td>
<td>119</td>
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<tr>
<td>Adopted</td>
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<td>21.6</td>
<td>496</td>
<td>606</td>
<td>25.5</td>
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<tr>
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<td>1,070</td>
<td>16.4</td>
<td>429</td>
<td>336</td>
<td>14.1</td>
<td>194</td>
<td>95</td>
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<td><strong>Cats admitted</strong></td>
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<tr>
<td>Reclaimed</td>
<td>361</td>
<td>436</td>
<td>8.7</td>
<td>81</td>
<td>116</td>
<td>7.4</td>
<td>99</td>
<td>165</td>
<td>10.5</td>
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<td>18</td>
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<td>14</td>
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<td>Non-domestic</td>
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<td>64</td>
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<td>100</td>
<td>60</td>
<td>310</td>
<td>100</td>
<td>60</td>
<td>70.6</td>
<td>46.6</td>
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<tr>
<td><strong>Total</strong></td>
<td>6,603</td>
<td>5,939</td>
<td>81.2</td>
<td>2,739</td>
<td>1,582</td>
<td>64.5</td>
<td>1,826</td>
<td>1,063</td>
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<td>387</td>
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<td>2,306</td>
<td>52.9</td>
<td>3,034</td>
<td>61.1</td>
<td>37.4</td>
</tr>
</tbody>
</table>

### Please note:

* The totals for animals admitted includes those animals where an outcome had not been determined before end of financial year.
* Combined total outcomes may not equate to 100% of admissions as some animals may still be in our care, may have been transferred to other shelters or may have passed away.
Our Chief Veterinarian

This year, Dr Chris Thurgood, our Chief Veterinarian for the past eight years, announced his plans to retire in July 2012. Dr Thurgood started his RSPCA career as a young animal ambulance driver while studying Veterinary Science. Following many years experience operating successful private practices, he returned to the RSPCA in 2000, and in 2004 became our Chief Veterinarian. Dr Thurgood has been an integral element of our clinic’s success.

In light of Dr Thurgood’s retirement, Dr Andrew Byrne, already an RSPCA Vet, was recruited to transition into our Chief Veterinarian role.

Animal care
health and wellbeing

This year our veterinary clinics at RSPCA Burwood East and Peninsula continued providing care to our shelter animals, as well as those privately owned. Our veterinary teams undertook 23,407 consultations, with treatment of private patients at Burwood East increasing by 11%.

To provide the best of care to all animals entering our clinics, we expanded our specialised knowledge, including developing skills in orthopedics, optics and dermatology. We also invested in expanding our in-house radiology and ultrasound services to enhance diagnosis.

Our team of compassionate vets, nurses and volunteers once again dedicated much of their time to treating animals entering the RSPCA’s care. In combination with a variety of programs offered including foster care, our veterinary team played an important role in helping a record number of animals find a loving new home. Animals rescued from cruelty by our Inspectorate were once again a focus for our veterinary clinics and their recovery continued to be a source of inspiration.

Our clinics also played an important role in improving the welfare of cats in Victoria. In addition to our clinic’s discounted cat desexing and microchipping programs, we continued to develop partnerships with our regional vets to improve animal welfare across the state. Pleasingly, these initiatives positively influenced outcomes for cats (refer to pages 20-21).

Behavioural support

Our Animal Behaviour team continued to provide invaluable support and advice to the community. Hundreds of owners and animals engaged in a variety of classes from Puppy Pre-school, basic obedience and private one-on-one sessions. Our various behaviour training options helped provide the best of care that suited different owners and pets, including new adoptions and much loved companions. After our RSPCA Burwood East redevelopment is completed, we hope to further expand our classes to meet all of our clients’ training and behavioural needs.

This year, our Animal Behaviour and Shelter teams at RSPCA Burwood East worked collaboratively to enhance our personality and behavioural assessment procedures. We expect this will help us to gain better insights into animal personalities to enhance our adoption matching process. This new model will be implemented across the state in the coming year.

Soul mate

It was pure chance that brought Buddy and his new owner together and since that fateful day at the RSPCA, neither has looked back! Instinctively, Buddy’s owner knew he was the furry companion he’d been seeking for over 10 years. As it happens, Buddy was equally as intuitive because the new owner he’d just chosen happened to be the star dog trainer of ‘Red Dog’!

Although their companionship comes first and foremost, Buddy showed eagerness to learn new tricks and will be the furry star of the stage musical, ‘Annie’.
RSPCA Chief Veterinarian Dr Andrew Byrne has dedicated his life to helping sick and injured animals. In the past year, Andrew developed a special bond with Billy, a Saanen goat who came to the RSPCA as a stray. Billy is the newest member of the RSPCA Education team and his friendly nature makes him the perfect kid for the job!
Every animal matters and deserves to be free from cruelty and suffering.

Faithful

Senior Inspector Daniel Bode is one of RSPCA Victoria’s 17 Inspectors who help to protect animals across Victoria. In addition to helping lead our Inspectors, Daniel also played a critical role in our prosecution cases this year. As part of our Inspectorate team, Daniel has worked tirelessly over the past six years to stamp out cruelty and protect animals, including horses like Jerry who was neglected and abandoned by his owner along with another horse named Tom. Thankfully, once they were rescued and received veterinary treatment, Jerry and Tom were prepared for their second chance at happiness.
During 2011/12, our team of Inspectors managed 8,509 cases involving 14,337 types of animal cruelty complaints. Although this number of complaints appeared substantially lower than our previous year, it is important to note that we introduced a new system of investigation reporting.

Over recent years, our Inspectorate team has noted an increase in the complexity of animal cruelty investigations. More than ever before, cases have involved large numbers of animals and multiple cruelty offences.

This year, complaints related to companion animals including dogs, cats, horses, guinea pigs and rabbits, increased slightly to 79% of all complaints received, as compared to 77% last year. Sadly, many of the longstanding trends related to companion animal issues continued, with the most frequently investigated complaints related to underweight animals or those with insufficient access to food or water.

Prosecuting cruelty offenders

Our Inspectors continued their tireless work to protect animals from cruelty. Their daily work to guide and advise animal owners about best welfare practice continued, with most people receptive to this education. Sadly, there were those in the community who were unwilling to take the expert advice of our Inspectors. In these cases, further legal action was therefore undertaken to ensure the welfare of animals remained protected. This included the issuing of 342 Notices to Comply (stipulating action needed such as urgent veterinary care), up from 254 notices issued in the previous year. For 77 people, their actions led to cruelty prosecutions.

This year, prosecutions focused on 260 cruelty offences, involving 284 animals. Both the number of offences and the animals affected increased significantly as compared to last year. In many of these cases, our ultimate goal was to obtain a banning order preventing these offenders from owning animals. This year our prosecutions resulted in magistrates delivering 12 banning orders, two of which received the maximum 10-year ban.

At the end of June, there were 35 cases still before the courts and it is hoped that these cases will bring more justice for victims of animal cruelty.

Working collaboratively to improve animal welfare

Our Inspectorate regularly works alongside a number of enforcement agencies including Victoria Police, Department of Primary Industries (DPI), Department of Sustainability and Environment (DSE) and local government.

This year our Inspectors took an active role in a number of forward-planning initiatives, including involvement in a State Animal Welfare Plan. As part of the Victorian Emergency Animal Management Committee, we provided expert advice on how to manage animals in a variety of emergency situations. In the past year, in accordance with this plan, we assisted animals in a number of natural flooding events as well as other emergency operations.

Our Inspectors also delivered presentations to community welfare agencies to share their knowledge of animal cruelty legislation and respective Codes of Practice. Education is certainly the key to protecting animals from cruelty and neglect.

Legislation improvement

This year, our Inspectors were heartened by improvements in the legislation governing the operation of puppy factories. In recent years, we have noted an exponential increase in the operations of these facilities, to supply both the local pet shop industry and export markets.

We welcomed changes to legislation that enabled our Inspectors to protect the welfare of dogs living in puppy factories, by enforcing the Code of Practice for Breeding and Rearing Establishments. This was an extension of our powers to enforce the Prevention of Cruelty to Animals Act at these facilities.

Our Inspectors were also given the power to seize dogs from illegal puppy factories and backyard breeders that do not comply with the Code of Practice.

The RSPCA will continue to have a strong reliance on the extensive local council network to keep a watchful eye on this industry.
Dog cruelty in the name of fashion

Earlier this year, our Inspectors investigated a suspected case of tail docking. After visiting a breeder’s property, they found puppies who appeared to have had their tails surgically removed; this is a painful and unnecessary procedure that is an offence under the Prevention of Cruelty to Animals Act. The breeder suggested that the short tails on the puppies were the result of cross breeding. DNA analysis by our Inspectors revealed that the tails of the puppies had been surgically removed and not caused by a short-tail gene. The offender was convicted of seven animal cruelty charges, fined $14,000 and ordered to pay $2,500 costs.

All breeders in Victoria are well aware that tail docking is considered animal cruelty and we expect this prosecution sent a clear message that this cruel practice will not be tolerated. In the last year, we were pleased to note a significant decrease in the incidence of cruel and prohibited procedures such as ear cropping, debarking and tail docking.

Tail docking of dogs was made a cruelty offence in 2004, with offenders risking fines of up to $34,000. Increased community awareness since this time, in combination with successful RSPCA prosecutions has reduced and will continue reducing the incidence of these cruel acts.

Milo and friends rescued from cruelty

Last year, our team seized 111 animals from an offender in regional Victoria. Animals including dogs, cats, rabbits, guinea pigs, birds, rats and turtles were found in appalling conditions. The RSPCA rescue team, consisting of Inspectors and Vets, seized all animals from this offender in one of the largest investigations in our history.

Tragically, all animals were suffering from a host of medical conditions, with Milo one of the worst. Milo required urgent eye surgery and was treated for skin, nose and ear conditions. His neglect resulted in a need for life-long treatment of these serious conditions and intensive behaviour rehabilitation for fear of humans.

Following prosecution by the RSPCA, this offender received an order restricting the number of animals allowed in her care for three years. She was also charged with assault from her aggressive behaviour expressed toward our investigating Inspector Erin (featured right with Milo). She was fined an aggregate $11,000 for all offences and ordered to pay $24,313 costs.

Pleasingly with intensive health and behaviour rehabilitation, Milo was offered a second chance via RSPCA Adoption, finding a loving new home. Our Inspector also recovered from her injuries.
Erin joined the RSPCA Inspectorate in 2009. Bringing experience in law enforcement and animal care, Erin works daily to investigate cruelty and educate the community about animal care. Milo the Shar Pei holds a special place in Erin’s heart. After rescuing him from cruelty, Erin was delighted when Milo found his loving new forever home.
Following on from our live export focus last year, we continued to raise awareness to influence change regarding the export of live animals. Our work related to this issue, particularly at a federal political level, will continue until this cruel trade is banned.

**Duck shooting**

This year’s duck shooting season began in March, when Victoria’s native waterbirds were once again shot from the skies in the name of sport. Tragically on the opening weekend alone, it was estimated that thousands of ducks were shot, with one in four birds left to die a prolonged and cruel death from their injuries.

Despite this violent sport not being allowed in Western Australia, Queensland, New South Wales or the ACT, the Victorian Premier made it very clear that he supported duck shooting with the introduction of a new government body, ‘Game Victoria’. This followed the transition of duck shooting from management by the Department of Sustainability and Environment, to the Department of Primary Industries.

Despite the disheartening developments of this year, we will continue to rally support from the community to influence change and protect our native waterbirds.

**Influencing industry and government**

In the past year, we advocated for change related to a number of issues. RSPCA representatives were involved in consultation involving a variety of animals including wild horses, whales and animals used in research.

Our ‘Close Puppy Factories’ campaign continued to make progress. Following our 2010 puppy factory seminar and significant pressure from the RSPCA as well as other welfare groups, we were pleased to be involved in a review of the Victorian Domestic Animals Act. Significant changes were made to this Act, including providing our Inspectors with increased powers to protect dogs in these facilities.

We expect the welfare of puppy factory dogs will be further protected by imminent changes to the Code of Practice for Breeding and Rearing Establishments, which is currently under review. Our fight to close puppy factories will continue but in the meantime we celebrate the gains that provide better welfare.

Sadly, despite strong campaigning to the State Government and Bureau of Animal Welfare, Victorian breed specific legislation was introduced in August. Although we were deeply saddened by the dog attack that led to this legislation, international scientific research suggests that regardless of breed, any dog may be dangerous and breed specific legislation is ineffective. We will continue our work to influence government on this issue and to educate the community about responsible pet ownership, as this is a critical aspect of reducing risk of dog attacks.

**Hens deserve better**

The humane treatment of farm animals has always been a priority for the RSPCA and this year, we highlighted improved hen welfare with the launch of ‘Hens Deserve Better’. This national campaign profiled the personality of these intelligent animals, to compassionately engage the community with hens.

This campaign encouraged everyone to consider the hens used in the production of their eggs so that those who buy caged eggs understand how those animals are not afforded the Five Freedoms. Of most concern in caged facilities is the inability to express normal behavior. Caged hens live in an indoor space the size of an A4 sheet of paper and they are unable to spread their wings or dust bathe, two critical behaviours for hen wellbeing. We hope by understanding how hens truly do deserve better that the cruelty of the caged egg industry will help move the community to cage-free alternatives.

This campaign will continue into the coming year to profile improved hen welfare and influence buying behaviour.
Jumps racing is no carnival

Despite more than 30 years of campaigning, jumps racing continues, as does our battle to ban this cruel sport. Tragically in 2011/12 we were regularly reminded of the dangers. Zealous, Nitonic, Fergus McIver, Jotilla and The Black Oak were all tragic casualties, paying the ultimate price for this cruel entertainment. In the 2011 season alone, an additional 32 horses were also involved in falls, with all participants at serious risk of injury.

Raising community awareness for this issue continued to be challenging with the governing body of jumps racing, Racing Victoria Limited (RVL) working hard to suppress the RSPCA’s voice.

Our ‘Jumps Racing is No Carnival’ campaign acted as a community reminder that the industry body overseeing the Spring Racing Carnival, is the same stakeholder with the power to end jumps racing cruelty. Shortly after launching this campaign, we received legal notification from RVL to immediately cease these communications. Clearly making the connection between spring racing and jumps racing was sensitive but for the RSPCA, ensuring that the deaths of jumps horses was not in vain, was critical. Despite legal threats, we continued our focus during spring racing, using amended creative to avoid expensive litigation.

This year Victorian Premier Ted Baillieu and Minister for Racing Denis Napthine continued to show their support for jumps racing, despite deaths and injuries resulting from this cruel sport. Our campaigning to influence both of these decision makers and RVL will continue until jumps racing is banned.

Caged hens live in an indoor space the size of an A4 sheet of paper and they are unable to spread their wings or dust bathe, two important behaviours for hen wellbeing.
Educating decision makers of tomorrow

Incorporating animal welfare into the formal school curriculum, our education programs provide opportunities for children to interact with animals. This hands-on experience leaves a lasting impression on developing minds.

This year we were delighted to celebrate the 10-year anniversary of our Education Centre located at RSPCA Burwood East. Although we have been working to inform and educate the community for over 141 years, the construction of this purpose-built Education Centre was a milestone in our history. Since its construction and with the help of an expanded Education team, we have engaged more than 146,000 students from well over 1,500 schools across the state. This includes over 10,000 students in the past year.

The RSPCA and Victoria University Certificate II in Animal Studies continued to provide general training for people wanting to work in the animal care industry. This course continued to be a success with more than 75 students graduating in the past year.

Our holiday programs also continued to engage a new generation of animal lovers with animal welfare. More than 4,000 participants attended these programs in 2011/12, including a large number of youth who used our holiday programs to develop career-related skills.

The range of programs offered by our Education team continued with engagement reaching far beyond the conventional classroom. In the year ahead, we will continue exploring ways to reach a wider community, including exploring new programs to reach culturally and linguistically diverse communities.

Raising community awareness

Often it is with the best of intentions that members of the community take animals and in particular kittens that are offered free to good home. While we admire all those who offer any animal a second chance, we recognised the need to educate the community about the commitment needed long-term, regardless of whether that pet is free or not. In early 2012 we launched an awareness campaign to remind potential owners about the important welfare needs of any animal cared for, including microchipping, desexing and vaccinations.

We will continue this campaign into the coming year, particularly as the number of kittens looking for homes increases. In the longer term, we hope this campaign will produce more positive outcomes for cats in the community and continue our education efforts focused on responsible pet ownership.

Humorous

Onslo started life with a touch of influenza, but through the love and care given by RSPCA staff and volunteers, he made a full recovery. Never forgetting his manners, Onslo says “bless you” when his owners sneeze, but don’t ask him to perform on demand, he knows when you’re faking it! Clever, polite and charismatic, Onslo has brought love, humour and warmth to his family and they couldn’t imagine life without him.
The magical power of the bond between an animal and owner shouldn’t be underestimated.

Filbert came to the RSPCA as a stray, aged only four months old. Upon his arrival, our vets discovered Filbert was extremely underweight, hearing and visually impaired and suffering neurological issues resulting in a very unique walking style.

Despite his health obstacles, our vets recognised that Filbert could live a happy life if we could find an owner who would understand his special needs. Filbert entered a foster home to assist with his rehabilitation and it was here he stayed when his carer fell in love and adopted him! Filbert is a happy boy who loves to prance his way into the hearts of everyone, including Sam, who was captivated by Filbert’s friendly nature.
Support

Toshi Stewart regularly volunteers as a graphic designer at the RSPCA. With each project, he is creatively inspired by animals just like Pepperoni, who was surrendered to the RSPCA when his owners could no longer care for him. Helping the RSPCA on a weekly basis, Toshi has helped to support various RSPCA promotions, which provided a valuable opportunity to gain hands on experience. Toshi’s help to design our new website played an important role in helping animals like Pepperoni find a loving new home.
Growing online support

In the past year, we worked to expand welfare content so that we could provide supporters with information on a variety of animal welfare topics, from adoption to animal behaviour advice. Pleasingly, we continued to grow visitation with our website continuing to be a leading resource for information.

This year we were also delighted to significantly grow our Facebook fans. Our fan base grew to more than 40,000, an impressive 48% increase on last year. Facebook continued to be a valuable channel for constructive animal welfare discussion and provided us with a way to engage the community in our various programs and services. Facebook has helped us reach a digitally savvy audience with important animal welfare messages. We anticipate growth in Twitter and other social networking channels will help us broaden this digital reach in the coming year.

Promoting responsible pet ownership

This year we worked hard to encourage responsible pet ownership via various engagement channels. We integrated important welfare messages into our communications, from promoting various breeds commonly entering our shelters (including Greyhounds and Staffordshire Terriers) to encouraging the adoption of small animals.

Leading into the New Year period, we continued our promotions focused on preparing animals for the imminent fireworks season. Unfortunately despite these promotions, New Year’s Day continued to be our busiest of the year, with our shelters inundated with lost and frightened animals. Our work to equip owners with strategies to prepare their pets will continue.

We continued our focus on updating pet microchip details at our Million Paws Walk, prior to Christmas and over the New Year period. We expect our third year of these promotions played an important role in helping reunite more lost dogs and cats with their owners compared to last year.

Reaching the community through the media

This year, we were again appreciative of the generous support of emitch, Fairfax, Herald and Weekly Times Group, Leader Newspaper Group, Mitchell Media, The Age and various media outlets across the state. With their editorial support and discounted media rates, we were able to influence attitudes related to animal welfare and raise important awareness about responsible pet ownership.
Events are a positive opportunity to engage with the community and celebrate the joy animals bring to our lives. Both RSPCA and community events are important ways we generate much-needed funds, while raising awareness of our programs and services.

**Community events**

This year the RSPCA attended more than 15 community and local council events. We also held a family open day at RSPCA Peninsula to showcase our adoption centre, veterinary clinic and newly launched Mobile Animal Care unit.

Santa Paws continued to provide animal lovers with an opportunity to have their beloved pets photographed with Santa. This event received outstanding support, raising $20,500, a 42% increase on our previous best result.

**Cupcake Day**

Cupcake Day continued to gain popularity across Australia, particularly amongst our corporate supporters who organised morning teas within their workplaces.

In Victoria $205,000 was raised, an increase of 5% on the previous year. Over $1.2 million was raised nationally.

Cupcake Day was generously supported by New Idea, Kymco, Dog Gone Gorgeous, the National Baking Industry Association and the Cupcake Bakery.

**World Animal Day Gala Ball**

In October, we hosted our 8th annual gala ball. Despite challenging economic times, the event was attended by 435 guests who raised an impressive $177,832, exceeding the result from the previous year. Guests were treated to entertainment provided by Tim Campbell (and his band), Felicity Whelan and Circa Nica who gave a thrilling aerial acrobatics performance.

Our Gala Ball was once again made possible with the hard work of our volunteers and staff and the generous contributions of many Victorian businesses. We are grateful for the generous support of our major sponsor TressCox Lawyers, supporting sponsors Penfold Mitsubishi and Modern Promotions and event supporters, Tyrrell’s Wines, Gorgeous Films and U-bahn design.

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**Million Paws Walk**

An amazing collective of 23,000 people supported our sunny Million Paws Walk in May. At Albert Park, the move to a new picnic lawn proved popular and new walks at Thomastown and Hurstbridge provided new local walks to those living north of the city.

In all, 17 walks were held across Victoria. Generous supporters across the state filled a number of volunteer roles, from organising walks to marshaling traffic on the day. It was certainly a huge team effort and all the hard work paid off. An incredible $461,000 was raised, making it the best result to date and an 11% increase on last year. Nationally, over $2.1 million was raised, with all states recording increased registration numbers.

We were once again grateful for the support of national sponsors Hill’s Pet Nutrition and FurReal Friends and in-kind sponsor Parks Victoria. We were also fortunate to welcome the support of new major Victorian sponsor, Eastside Mitsubishi (who provided both cash sponsorship and a car), FuzzYard and Hush Puppies. Regional support was received from Saratoga Point Cook, Bendigo Bank, Leader Newspapers, the Geelong Advertiser and Specsavers.

Thanks to the enthusiastic support of the Victorian community and the dedication of volunteers, staff and businesses, we achieved these record results.

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**Events 2012/13**

- **RSPCA Party Animals** – Nov 2012
- **Santa Paws** – 16-18 Nov 2012
- **Million Paws Walk** – 19 May 2013
- **Cupcake Day** – 19 Aug 2013
- **Happy Tails Day** – 4 Oct 2013
- **World Animal Day Gala Ball** – 4 Oct 2013
This year we were once again extremely privileged to have the wonderful support of pajama king Peter Alexander, who has been an ambassador for the RSPCA for more than 10 years. Each year, Peter attends our Million Paws Walk with his troop of four legged friends including Butch (featured), and has continued to take part in our celebrity challenge, bringing lots of fun to the day. Peter has also provided very generous support through the sale of his calendars, the proceeds of which are donated directly to the RSPCA. We are sincerely grateful for the support of Peter Alexander and his ongoing commitment to animal welfare.
Community support

Each year, members of the community show their love and passion for animal welfare by financially supporting the RSPCA. This ongoing support has helped us to significantly grow income for some key programs and has helped us provide much needed animal welfare support to the community.

**Fundraising success**

- Our new community fundraising initiatives contributed $33,215 to overall income during 2011/12. We thank our community fundraisers for their wonderful efforts.
- Animal Ambassador monthly donor income increased by 15%. These generous contributions allow us to plan ahead for the future of animal welfare.
- Our All Creatures Sponsorship program continued to provide individuals and organisations with opportunities to support key areas of our work. All Creatures Sponsorship income increased by 14% compared to the previous year.
- Trusts and Foundations raised significant income in the past year, growing by 23% on the previous year. Income raised from Trusts and Foundations enabled us to fund crucial animal welfare services and projects.

**Retail**

Various factors including economic conditions continued to impact on our direct retail product sales with income 33% lower than the previous year. This was the second year of significant decline.

This year we began to reassess our retail business model to ensure we can generate funds for animal welfare into the future. As part of this review, we decided to cease our outbound product sales and instead turned our focus to growing the online channel.

Although this decision was difficult to make, we hope we can use this model to improve financial outcomes in 2012/13.

**Corporate generosity**

- Over the past year, workplace giving grew by 55%, thanks to contributions from 75 corporate partners.
- Peter Alexander continued demonstrating his outstanding commitment to animal welfare. He again produced an RSPCA calendar featuring models and RSPCA pooches. This raised over $80,000 nationally.
- 3AW and the Pancake Parlor joined forces to hold a fundraising challenge, donating $10,000 to help fund RSPCA services and initiatives. Long-time RSPCA supporters Josh and Jenna from Channel 9’s ‘The Block’ were also a part of the challenge, helping to raise awareness of the RSPCA’s work and need for community support.
- Our community partners Ritchies and Bendigo Bank continued their outstanding financial support. Our pro-bono partner Ogilvy One also continued to provide creative services in support of our fundraising appeals.

This year, income raised through our various fundraising programs increased by 5%.

We are grateful to all donors, whose dedication helps us to improve the welfare of animals in Victoria.
Our fundraising volunteers

Our 14 RSPCA opportunity shops were supported by more than 250 volunteers who managed the day-to-day store operations. This year the income from these stores increased by 17%. This amazing result was achieved through the hard work of our volunteers and the dedicated support of local communities.

During the year, we unfortunately needed to close our Swan Hill store due to rising costs and declining sales. Sadly the store was no longer generating funds to support animal welfare. We are grateful to the dedicated team of Swan Hill volunteers who demonstrated strong commitment in managing and operating this store for over a decade.

Lasting legacies for animal welfare

We are grateful to those dedicated individuals whose legacy will help us care for animals into the future. These generous bequests, which exceeded $6 million, allow us to continue our vital animal welfare work.

Over the past year, we successfully placed nine bequest animals in permanent foster homes, through our Bequest Animal Program. This program provides peace of mind for pet owners who make provision for their animals, when they are no longer able to care for their special friend.

Aimee became a foster carer after realising that many kittens coming to the RSPCA needed a little helping hand before finding a new home. Aimee and her family have found the foster caring experience very rewarding and in return for their care, they have received lots of cuddles and endless entertainment from kittens like Miles. With Aimee’s support, Miles found a loving new home with a family who adore his cheeky ways.
Major donors

Protectors

Protectors are major donors whose significant contribution enables the RSPCA to continue delivering critical animal welfare services.

Dame Elisabeth Murdoch AC, DBE
Miss B Amsden OAM
The Animal Welfare Foundation of Australia
Mr J and Mrs L Bates
Ms S Becker
Mrs E Burgess
Mr J Cappadona
Mrs E Downing
Dr L Duncan
Dr A G Firkin and Ms H Myall
Mr K Gibbs
Mr A Guerts
Mrs T Hipkiss
Mrs M Johnson
Mrs M Jones
Mrs B A Kelly
Mrs B H McCartney
Ms V Newman
Ms S Perrett
Mr J G Prior
Miss K Reid
Mrs M Ridsdale
Ryan’s IGA
Mr Greg Shalit and Ms H Myall
Things Seasonal
Ritchies Stores Pty Ltd
Ms V Stevenson
Mr R and Mrs E Stradwick
Miss S Sullivan
Mrs B Taig
Mr H and Ms L Tilgner
Mrs M D Wallace

Companions

Companions are major supporters whose generous donations assist the RSPCA to make a real difference to animals in Victoria.

Mrs R Andre
Miss S Brookes
Mr J and Mrs B Cameron
Mr C and Mrs L Catlow
Miss R E Culph
Dr P H Currie
Mrs J C Dahlsen
Ms J Davis
Miss A Frowd
Miss D Graham
Mrs S Hains
Mr K Halla
Hanlon Foundation
Ms S Jamieson
Mr H Jansz
Mrs F Kitching
Mrs J Lang
Ms B H J McNicol
Mr J McCrindle
Ms M Mercurio
Mr W H Miller
Mr A Miller
Ms L Missen
Mr R Muirden
Mr D M Nassau
Officeworks Support Office
Dr M Olekalnos
Miss M O’Sullivan
Mrs C Park
Mrs W Peart
Mrs L Richardson
Ms E M Russell
Russell Foundation
Dr N Schenk
Ms J Serebro
Mr M Smith
Mrs J F Smith
Mr I Sumic
Mr I J Tyler
Mr N Vink
Mr A Walton
Mrs H Worsfold

Friends

Friends are major supporters of the RSPCA whose contributions help achieve positive outcomes for ‘all creatures great and small’.

Dr R Albon
Mrs M Allison
Amcal Pharmacies
Ms E Andersen
Mrs R Barans
Mrs J S Barlow
Miss J Bendall
Mr M Benton
Ms D L Bertalli
Mr P R Brown
Dr B M Bullivant
Miss S Burt
Mrs P Chamberlain
Ms A Cimino
Miss J Clarke
Ms J L Clarke
Mr A Cobb
Community Real Estate
Ms M Cronin
Misses M and J Crotty
Lady Dawson
Mrs M Dent
Mr and Mrs W Edgar
Mr J Enerkel
Mr G English
Mr W L Fitzherbert
Ms M Frazer
Geelong College
Mrs C Genssen
Ms S Gillard
Miss M Grace
Miss A Green
Ms C M Healy
Ms J Heatleywood
Mr S Heselwood
Mr C and Mrs S Hill
Dr H Hiscock
Mr P Ho
Miss P M Holmes
Ms C Howarth
Dr M J Hrasky
Miss B E Hughes
Ms V Jackson
Mr I Jarman
Dr F Judd
Dr K E Karel
Mr R Kearney
Mr S and Mrs S Kiely
Ms V Lam
Ms A Lara
Mr T Larsen
Ms R Larsen

Dr R Albon
Mrs M Allison
Amcal Pharmacies
Ms E Andersen
Mrs R Barans
Mrs J S Barlow
Miss J Bendall
Mr M Benton
Ms D L Bertalli
Mr P R Brown
Dr B M Bullivant
Miss S Burt
Mrs P Chamberlain
Ms A Cimino
Miss J Clarke
Ms J L Clarke
Mr A Cobb
Community Real Estate
Ms M Cronin
Misses M and J Crotty
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Mrs M Dent
Mr and Mrs W Edgar
Mr J Enerkel
Mr G English
Mr W L Fitzherbert
Ms M Frazer
Geelong College
Mrs C Genssen
Ms S Gillard
Miss M Grace
Miss A Green
Ms C M Healy
Ms J Heatleywood
Mr S Heselwood
Mr C and Mrs S Hill
Dr H Hiscock
Mr P Ho
Miss P M Holmes
Ms C Howarth
Dr M J Hrasky
Miss B E Hughes
Ms V Jackson
Mr I Jarman
Dr F Judd
Dr K E Karel
Mr R Kearney
Mr S and Mrs S Kiely
Ms V Lam
Ms A Lara
Mr T Larsen
Ms R Larsen

Mr L Lazarus
Ms V Lehmann
Ms C Ledgerwood
Mr C P Lunn
Mr I Maloon
Mr S Maniam
Mr A O Martin (deceased)
Mrs M McCleary
Mrs V A McGeoch
Ms F McKenzie
Ms C Miller
Mrs T Muhlethaler
Mr R Muirden
Mrs E M Munchison
Miss M L Murphy
Mr S Naylor
Mrs C and Dr B Neubecker
Mrs A M O’Connor
Mr G Pasque
Mr J Pucek
Mr M Rabinow
Mrs R A Richardson
Mrs L Riederer Hill
Ms M Riley
Rob Meree Foundation
Mr H Roberts
Ms J J Robinson
Mr M Sachs
Mr M K Shore
C M Gray Pty Ltd
Mr B Smith
Mr D Somers OAM
Mrs J Somers OAM
Lady Southey AC
Mr N Spitzer
Mr H Rider
Ms J Stevens
Ms C Sullivan
Dr L Sumithran
Mrs E Tabary-Collins
Ms K T Tomlinson
Mr D Towers
Ms S Trembach
Mrs E Vaughan
Mrs A Wareham
Miss J G Wetlands
Ms G R White
Mrs E White
Drs A and C Whitehead
Ms J Williams
Dr G Williamson
Ms J Wilson
RSPCA Victoria would also like to thank the following companies for their generous support:

Honorary Life Membership is the highest recognition given by RSPCA Victoria. Awarded by our Board, Honorary Life Membership acknowledges those individuals who have made a significant contribution to our organisation and animal welfare. The successful nominees and worthy recipients for 2011 were Mrs Margaret Matthews, Mrs Marie Gardner, Dr Bronwyn Neubecker and Mrs Cynthia Neubecker.

Miss Betty Amsden OAM
Dr John Ayerbe
Mr Fred Bain
Mr Peter Barber
Mrs H Bartholomew
Mr John Bates
Mrs Lorraine Bates
Miss Laurie Batiste
Mr Doug Baudinette
Mr Charles (Bill) Beauchamp
Dr Robert Begg
Dr Onn Ben-David
Mr Charles Brown
Mrs Joan Brown
Mr Peter Brown
Mrs Jan Buchter
Mrs Lynn Buckley
Mrs Marcia Blysma
Mrs Erica Cairns
Prof Ivan Caple
Mr Robert Carrailt
Mr Clive and Mrs Lynda Catlow
Mrs Karen Coogriff
Mrs Janice Crowley
Mr Rod Curtis
Miss Barbara Dart
Mr David Elsum AM
Mrs Marie Gardner
Snr Sgt Peter Given
Mrs Nerida Gray
Mr A O Hall
Mrs Barbara Halse
The Hon Vernon Hauser
Ms Karen Hazel
Mr Garth Hodge
Mr Michael Holland
Mr Richard Hunter
Dr Neville Japp
Mrs June Killian
Mr Keith King
Mr Stuart Lawson
Mrs Rosemary Lawton
Mrs Rosemary Lill
Mrs Phylis Lowe
Miss Hazel Luke
Dr Barbara Maddern-Wellington
Mrs Ursula Manning
Mrs Heather McCracken
Mrs Barbara Meehan
Capt Michael J Meehan
Mr S I Miller AO LVO QPM
Mrs Helen Moore
Dame Elisabeth Murdoch AC DBE
Dr Bronwyn Neubecker
Mrs Cynthia Neubecker
Mr Kevin O’Brien
Ms Glennys Oogies
Mrs Carol L J Penman
Dr Peter Penson
Miss Ninon Philips
Mrs Ann Pollard
Mrs Joan Quin
Mr Brian Reid
Mrs H Ronzio
Mr Pat Salmon
Mr Stephen Sedgman
Mrs Lynette Sedgman
Dr Michael Sheedy
Mr F Smith
Mrs Dianne Smith
Mr James T Smith B. Comm FEA
Prof Virginia P Studdert
Mrs Jean Waddell
Dr Carole Webb
Ms Shirley Westerburg
The Hon Frank Wikes AM
Mrs Lorna Williams
Dr Hugh Wirth AM KSJ
Mrs Betty Wood
Mrs Janet Wood
Mr Graham Zetter
Mrs Sally Zetter

Honorary Life Membership was awarded to the following individuals who have now sadly passed away. Their contribution to animal welfare and the RSPCA will be remembered.

Mr Peter Dunk
Mrs Edna Hambridge
Mr Monty James
Mrs Alwynne Jona OAM
Mrs Marjory Kent OAM
Miss Nan Moore
Mrs E Paxton
Ms Barbara Horn
The Hon William Kaye AO QC
Mrs Margaret Matthews
Mrs Mirriam Quicke
Mr Michael Schildberger
Mrs D Sipavicius

When Mimi was introduced to her owners at the RSPCA, she rubbed and nudged them so emphatically that she almost fell off her perch! How could they possibly say no? Having mastered the art of persuasion, she has been using her gentle paws to communicate ever since. Soft paw taps on the face? Serve dinner please. Single sustained paw against the cheek? Let me outside please. Nothing fazes Mimi, whether the lawn is being mowed, noisy renovations are underway, or best friend Snoopy is chasing her, Mimi’s in the heart of the action. Whilst taking long drinks from her special water glass on the coffee table, Mimi has time to reflect on the day and her blissful life.
Bequests and Trusts

With the generous support of the community, we are able to continue providing our vital animal welfare services throughout Victoria. We thank and acknowledge all those who have left a lasting footprint on animal welfare by supporting us through a trust or leaving a legacy in their Will.

Bequests

- Edith Maria Ackroyd
- Mary Josephine Arspoon
- Lorraine Mabel Altwater
- Roy Victor Auditori
- Roma Mary Baker
- Helena Balodis
- Nancy Charlotte Bartlett
- Leonard John Baxter
- Marjorie Lawrence Beattie
- Thomas Owen Beatty
- Doreen Bernard
- Lawrence Stanley James Birrell
- Stanley James Bowe
- Melva Joy Bradmore
- Dorothy Laura Bridges
- Fay Rosamonde Brown
- Esse Eileen Bruce
- Henry Ernest Bryant
- Beatrice Edith Burke
- Rosemary Major Campbell
- Ian Lindsay Cannon
- Felix Capicchiano
- Shirley May Casey
- Brian Joseph Castersen
- Mary Estelle Chvastek
- Annie Marjorie May Clarke
- Alan Wilfred Preston Cordia
- Eileen Annie Corke
- Lysbeth Sybil Cumbrae-Stewart
- Kenneth Edward Bruce Doery
- Elizabeth Evelyn Ellis
- Nancy Jean Esler
- Betty Esther Ferres
- Jill Lloyd Fidock
- Mary Millicent Joan Gilson
- Vanessa Gianville-Anson
- Douglas Gledhill
- James George Graham
- Nancy Kathleen Stewart Grasle
- Bertha Gunther
- Adolf Haas
- Colin Jeffrey Hall
- Lucy Margaret Harford
- Mildred Nish Heilman
- Joan May Higgs
- Judith Margaret Hillard
- Joan Hodgson
- Bernadette Rose Hogan
- Beryl Holford
- Keith Lance Hooper
- Joan Scott Ilsley
- Elizabeth Eloise Irwin
- Heather Marion James
- Joyce Maureen Jefferys
- Frank Johnson
- Clarice Jones
- Oleg Jukov
- William Throne Keatley
- Bernadette Kenniwell
- Beryl Elaine Kildea
- Thea Kimla
- Alexander Kullay
- Joan Helen Letch
- Evelyn Mary Lord
- Therma Jean Lord (in memory of her two dogs)
- Nina Constance Lowe
- Linda Lillian Lower
- Patricia Crystal Ludekens
- Arden Colin Campbell Macdonald
- Emily McDoaudi
- Phyllis Madeline Mackeniall
- Brian Charles Mander
- Katherine Mander
- Frank David Mansell
- Margaret Maroney
- Mary Ruby Marshall
- Kenneth McDonald Martin
- William James McClare
- Kenneth Thomas McLean
- Theodore Hays McLendon
- Joan Louise McMahon
- Evelyn Margaret Moon
- Muriel Lanyon Mortimore
- Lenaa Kathleen Murnane
- Lorna Catherine Newett
- Olivia Margaret O'Donnell
- Beryl Joyce Parker
- Lois Marie Parry
- Nellie May Patterson
- Gladys Olive Steele Perkins
- Jean Isabel Phillips
- Mary Sarah Phillips
- Colleen Margaret Playfair
- Frederik Johan Pooi
- Beverley Ann Read
- Eira Margaret Reed
- Doris May Richards
- Helen Elizabeth Ridley
- Kenneth Alwyn Robertson
- Moya Alberta Robinson
- Edath May Rogers
- Helga Christa Roth
- William Francis Rule
- Elizabeth May Runnalls
- Alise Margaret Rusovs
- Patricia Salvado
- Margaret Eileen Samms
- Frank Charles Samways
- Joseph John Scheuermann
- Audrey Gertrude Scott
- Frieda Semmel
- Albert Raymond Shaw
- Dorothy Mary Smith
- Muriel Raine Smith
- Alma Florence Smyrku
- Joan Elizabeth Spong
- Hamilton Vanno Sterling
- June Caroline Stoessiger
- Betty Rosina Strachan
- Maurice Alfred Stratton
- Gwen Estelle Lynette Styles
- The Sutton Bequest
- Charles Thompson
- Margaret Graham-Towell
- Kevin Francis Tucker
- Hendrina Maria Van Beckhoven
- Patricia Mansley Vanrenen
- Mary Joan Sutherland Vernon
- Ngoc Susan Vu
- Christopher David Ward
- Irene Joan Watlin
- Catherine Cameron White
- M Beryl White
- Sonia Geraldine White
- Sylvia Myrtle Wight
- William Michael Wilkinson
- William Charles Wilmott
- William Robert Wilson
- Martin Leonard Wray
- Donald Henry Wrench
- Wendy Susan Yonas
- Elizabeth McCartney Trust
- Elsie May Atherton
- Florence Aileen M. Anderson Charitable Trust
- Francis Samuel Abrahams
- Frederick Inman Trust
- Geoffrey Ian Berry Estate (The Therapon Foundation)
- Harry and Yonne Wales Memorial Trust
- Harry Schofield Trust
- Hazel and Arthur Bruce Bequest
- Helen Fookes Trust
- Helen Macpherson Smith Trust
- HGC Bequest
- J and M Schneider Charitable Trust
- J Eliaston Trust
- J M Patterson Estate
- Jean Mary Greenlees Trust
- John Frank Aiken Estate
- John Hibbet Trust Fund
- John Murphy Charitable Trust
- Joseph Norman Mason Trust
- Josie Patterson Trust
- Joyce Adelaide Healey Trust
- Katherine St Clair Nanson Estate
- Katrina May Russell
- Keila Hinde Charitable Trust
- Keith and Sylvia McLaren Trust
- Kenneth and Waverley Harris Trust
- Kevin Stewart Cowell Trust
- Lesile and Hedi Basch Charitable Trust
- Leslie and Helen Crawford Fund
- Loftus-Hills Trust
- Lola Poynton Memorial Fund
- Lord Mayor’s Charitable Foundation
- Margaret Winifred Mary Gray Trust
- Marjorie Hayes and Olivia Cock Memorial
- Marshall Trust
- Mary Evelyn Browley Charitable Trust
- Norman Leslie Costar Trust
- Oswald Charles Hearne Trust
- Patricia McIntyre Foundation
- Paul and Ruth Permezel Trust
- Peter Isaacson Foundation
- Sarah Josephine Logue Memorial Fund
- Taylor Charitable Trust
- Thelma May Bradbury Estate
- Thelma Silver Trust
- Victoria Community Foundation
- William Barr Trust
- Zimmerman Family Foundation

Trusts

- Arthur Edwin and Anne Edith Barry Estate
- Baker Foundation
- Benjamin Barnes
- Borchardt Trust
- Bruce McDonald Charitable Trust
- C & T Park Endowment
- City of Casey
- Donald Dennett James Walters Trust
- Elizabeth McCartney Trust
- Elsie May Atherton
- Florence Aileen M. Anderson Charitable Trust
- Francis Samuel Abrahams
- Frederick Inman Trust
- Geoffrey Ian Berry Estate (The Therapon Foundation)
- Harry and Yonne Wales Memorial Trust
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- Patricia McIntyre Foundation
- Paul and Ruth Permezel Trust
- Peter Isaacson Foundation
- Sarah Josephine Logue Memorial Fund
- Taylor Charitable Trust
- Thelma May Bradbury Estate
- Thelma Silver Trust
- Victoria Community Foundation
- William Barr Trust
- Zimmerman Family Foundation
Kelly the Greyhound has been a focus of adoption promotions this year, illustrating the many benefits owning a pet greyhound can bring. Kelly is one of the many animals featured in our RSPCA Pets Place promotions (refer to page 21) and has been an excellent ambassador illustrating just how precious the pet and owner bond can be.
Our Education program provides people of all ages with an opportunity to learn about animal welfare. Billy joined our team this year and his personality has delighted children of all ages, while teaching them the value animals bring to our lives.
The Directors of The Royal Society for the Prevention of Cruelty to Animals (Victoria) ("RSPCA") present the following Annual Report of the company for the financial year ended 30 June 2012. In order to comply with the provisions of the Corporations Act 2001, the Directors' Report as follows:

**Information about the Directors**

The names and particulars of the Directors of the company during or since the end of the financial year are:

<table>
<thead>
<tr>
<th>Names</th>
<th>Qualifications</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr Hugh J Wirth AM KSJ</td>
<td>BVSc, Hon DVSc. (Melb) MRCVS, FAVA</td>
<td>Retired Veterinary Practitioner</td>
</tr>
<tr>
<td>Mr Robert Carraill OAM</td>
<td>B.Ag.Sc, Dip.Ag.Extn, FAIAST</td>
<td>Retired Agricultural Scientist</td>
</tr>
<tr>
<td>Dr Onn Ben-David OAM</td>
<td>BVSc</td>
<td>Veterinary Practitioner</td>
</tr>
<tr>
<td>Dr Carole Webb AM</td>
<td>BVSc (Hons), MACV5C (Feline Medicine)</td>
<td>Veterinary Practitioner</td>
</tr>
<tr>
<td>Mrs Lorraine Bates</td>
<td>-</td>
<td>Business Experience – Tourism and Customer Service</td>
</tr>
<tr>
<td>Mr James Smith</td>
<td>B.Comm FCA</td>
<td>Practising Chartered Accountant</td>
</tr>
<tr>
<td>Ms Suzanne Ewart</td>
<td>B.Econ, CPA, GAICD</td>
<td>Non Executive Director</td>
</tr>
<tr>
<td>Ms Dana Hlavacek</td>
<td>BComm (Hons), MAcc, FCA, GAICD</td>
<td>Non Executive Director</td>
</tr>
<tr>
<td>Mr Marco Ciobo</td>
<td>B.Sc, M.Sc. (Physics – Hons), MBA</td>
<td>Principal – Global Management Consultancy</td>
</tr>
<tr>
<td>Ms Bronwyn Hughes</td>
<td>B.A. (Melb.) Grad. Dip. Lib. (RMIT)</td>
<td>Library Information Specialist</td>
</tr>
<tr>
<td>Mr Darren Nabbs</td>
<td>BBus(Mgmt), AssocDip Eng (Civil), GAICD</td>
<td>Operations &amp; Projects Manager</td>
</tr>
<tr>
<td>Ms Margot Smith</td>
<td>BEc (Hons), MBA, GAICD</td>
<td>Retired Retail Executive</td>
</tr>
</tbody>
</table>

The above named Directors held office during the whole of the financial year and since the end of the financial year.

The names and qualifications of the secretaries of the company during or since the end of the financial year are:

<table>
<thead>
<tr>
<th>Names</th>
<th>Qualifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr Duncan MacKellar</td>
<td>BSc, LLB</td>
</tr>
<tr>
<td>Mr Greg O’Brien</td>
<td>BBus(Acc), CPA</td>
</tr>
<tr>
<td>Ms Fiona Zafirakos</td>
<td>MBA (Law Specialisation), GradDipACG, GCertCommLaw, GCertBus, CSA(Cert), GCSA MAICD</td>
</tr>
</tbody>
</table>

**Happy ending**

Archie's new owners came to visit him after seeing his photo on the RSPCA website. Apparently it paid off smiling for the camera, but Archie wasn’t taking any chances; as soon as they were introduced he hopped up on his owner’s lap to seal the deal. Since that day it’s been cuddles aplenty and lots of antics with his new family. Archie wears his heart on his sleeve and that’s certainly true at meal times when he pops his head on the table looking for some sneaky offerings. He just flashes his pearly whites and it works every time!
Directors’ Report for the year ended 30 June 2012

Directors’ meetings

The following table sets out the number of Directors’ meetings held during the financial year and the number of meetings attended by each Director:

<table>
<thead>
<tr>
<th>Directors</th>
<th>Board of Directors</th>
<th>Audit Committee</th>
<th>CEO Review Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Meetings attended</td>
<td>Eligible to attend</td>
<td>Meetings attended</td>
</tr>
<tr>
<td>Dr Hugh J Wirth AM KSJ</td>
<td>11</td>
<td>11</td>
<td>-</td>
</tr>
<tr>
<td>Mr Robert Carrail OAM</td>
<td>8</td>
<td>10</td>
<td>-</td>
</tr>
<tr>
<td>Dr Onn Ben-David OAM</td>
<td>10</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>Dr Carole Webb AM</td>
<td>10</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>Mrs Lorraine Bates</td>
<td>6</td>
<td>6</td>
<td>-</td>
</tr>
<tr>
<td>Mr James Smith</td>
<td>9</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>Ms Suzanne Ewart</td>
<td>4</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Ms Dana Hlavacek</td>
<td>3</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Mr Marco Ciobo</td>
<td>10</td>
<td>11</td>
<td>-</td>
</tr>
<tr>
<td>Ms Bronwyn Hughes</td>
<td>5</td>
<td>5</td>
<td>-</td>
</tr>
<tr>
<td>Mr Darren Nabbs</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Directors</th>
<th>Nominations Committee</th>
<th>Animal Welfare Policy Committee</th>
<th>Budget and Finance Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Meetings attended</td>
<td>Eligible to attend</td>
<td>Meetings attended</td>
</tr>
<tr>
<td>Dr Hugh J Wirth AM KSJ</td>
<td>2</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Mr Robert Carrail OAM</td>
<td>-</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td>Dr Onn Ben-David OAM</td>
<td>-</td>
<td>-</td>
<td>9</td>
</tr>
<tr>
<td>Dr Carole Webb AM</td>
<td>-</td>
<td>-</td>
<td>9</td>
</tr>
<tr>
<td>Mrs Lorraine Bates</td>
<td>1</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Mr James Smith</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Ms Suzanne Ewart</td>
<td>2</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Ms Dana Hlavacek</td>
<td>2</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Mr Marco Ciobo</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Ms Bronwyn Hughes</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Mr Darren Nabbs</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Principal activities, objectives and performance

The long-term objective of the consolidated entity is to prevent cruelty to animals by actively promoting their care and protection.

The strategy of the organisation is summed up in the principal activities undertaken during the year which include the refuge and care of animals, adoption services, enforcement of the Prevention of Cruelty to Animals Act 1986 and Domestic Animals Act 1994 by RSPCA Inspectors, education of the community on animal welfare issues and campaigning to improve animal welfare awareness and engagement. Please refer to the respective sections of this published Annual Report for detailed information on the operations and achievements of the RSPCA throughout the year.
Details of membership

The RSPCA is a public company, limited by guarantee, incorporated and operating in Victoria, Australia. The guarantee is $10 per member and at 30 June 2012 there were 1,377 members (2011: 1,544 members).

Review of operations

The RSPCA achieved a deficit result for the 2012 financial year with Net Assets decreasing by $5,094,408 (2011 surplus: $151,379). The RSPCA earned total income amounting to $28,482,586 (2011: $31,541,336) with the decrease from prior years mainly due to bequest income for the year of $6,390,046 compared against the prior year of $8,968,822. Interest income also decreased from $1,095,332 in 2011 to $721,523 in 2012.

Total expenditure for the year of $33,576,994 (2011: $31,389,957) has risen slightly. Animal welfare expense increased significantly from $19,459,458 in 2011 to $20,472,577 in 2012. A net loss on the trading portfolio of $1,583,204 was recognised in 2012 (2011: gain $461,693).

Subsequent events

There has not been any matter or circumstance occurring subsequent to the end of the financial year that has significantly affected, or may significantly affect, the operations of the consolidated entity, the results of those operations, or the state of affairs of the consolidated entity in future financial years.

Future developments

Disclosures of information regarding likely developments in the operations of the consolidated entity in future financial years and the expected results of those operations is likely to result in unreasonable prejudice to the consolidated entity. Accordingly, this information has not been disclosed in this report.

Environmental regulation

The RSPCA’s operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a State or Territory.

Indemnifying officer or auditor

During the financial year, the company paid a premium in respect of a contract insuring the Directors of the company (as named above), the Company Secretaries, and all Executive Officers of the company and of any related body corporate against a liability incurred as such a Director, Secretary or Executive Officer to the extent permitted by the Corporations Act 2001. The contract of insurance prohibits disclosure of the nature of the liability and the amount of the premium.

The company has not otherwise, during or since the financial year, except to the extent permitted by law, indemnified or agreed to indemnify an officer or auditor of the company or of any related body corporate against a liability incurred as such an officer or auditor.

Proceedings on behalf of company

No person has applied for leave of Court to bring proceedings on behalf of the company or intervene in any proceedings to which the company is party for the purpose of taking responsibility on behalf of the company for all or any part of those proceedings. The company was not a party to any such proceedings during the financial year.

Auditor’s independence declaration

The auditor’s independence declaration is included on page 51 of the Concise Report.

Signed in accordance with the resolution of the Directors made pursuant to s.298(2) of the Corporations Act 2001.

On behalf of the Directors,

H J Wirth AM KSJ
Director

S Ewart
Director

Melbourne, 18 September 2012

The Board of Directors
The Royal Society for the Prevention of Cruelty to Animals (Victoria)
3 Burwood Highway
BURWOOD EAST, VIC 3151

18 September 2012

Dear Board Members,

In accordance with section 307C of the Corporations Act 2001, I am pleased to provide the following declaration of independence to the Directors of The Royal Society for the Prevention of Cruelty to Animals (Victoria).

As lead audit partner for the audit of the financial statements of The Royal Society for the Prevention of Cruelty to Animals (Victoria) for the financial year ended 30 June 2012, I declare that to the best of my knowledge and belief, there have been no contraventions of:

(i) the auditor independence requirements of the Corporations Act 2001 in relation to the audit; and
(ii) any applicable code of professional conduct in relation to the audit.

Yours sincerely

DELOITTE TOUCHE TOHMATSU
Isabelle Lefevre
Partner - Chartered Accountants
Independent Auditor’s Report to the Members of The Royal Society for the Prevention of Cruelty to Animals (Victoria)

We have audited the accompanying concise financial report of The Royal Society for the Prevention of Cruelty to Animals (Victoria) which comprises the Statements of Financial Position as at 30 June 2012, the Statements of Comprehensive Income, Statements of Changes in Equity, Statements of Cash Flows for the year then ended, and related notes, derived from the audited financial report of The Royal Society for the Prevention of Cruelty to Animals (Victoria) for the year ended 30 June 2012 and the discussion and analysis as set out on pages 52 to 56. The Concise Financial Report does not contain all the disclosures required by the Australian Accounting Standards and accordingly, reading the Concise Financial Report is not a substitute for reading the audited financial report.

Directors’ Responsibility for the Concise Financial Report

The Directors are responsible for the preparation of the Concise Financial Report in accordance with Accounting Standard AASB 1039 Concise Financial Reports and the Corporations Act 2001, and for such internal control as the Directors determine is necessary to enable the preparation of the Concise Financial Report.

Auditor’s Responsibility

Our responsibility is to express an opinion on the Concise Financial Report based on our procedures which were conducted in accordance with Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements. We have conducted an independent audit, in accordance with Australian Auditing Standards, of the financial report of The Royal Society for the Prevention of Cruelty to Animals (Victoria) for the year ended 30 June 2012. We expressed an unmodified audit opinion on that financial report in our report dated 18 September 2012. The Australian Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report for the year is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the Concise Financial Report. The procedures selected depend on the auditor’s judgement, including the assessment of the risks of material misstatement of the Concise Financial Report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity’s preparation of the Concise Financial Report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control.

Our procedures included testing that the information in the Concise Financial Report is derived from, and is consistent with, the financial report for the year, and examination on a test basis, of audit evidence supporting the amounts, discussion and analysis and other disclosures which were not directly derived from the financial report for the year. These procedures have been undertaken to form an opinion whether, in all material respects, the Concise Financial Report complies with Accounting Standard AASB 1039 Concise Financial Reports and whether the discussion and analysis complies with the requirements laid down in AASB 1039 Concise Financial Reports.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, which has been given to the directors of The Royal Society for the Prevention of Cruelty to Animals (Victoria) would be in the same terms if given to the directors as at the time of this auditor’s report.

Opinion

In our opinion, the concise financial report, including the discussion and analysis of The Royal Society for the Prevention of Cruelty to Animals (Victoria) for the year ended 30 June 2012 complies with Accounting Standard AASB 1039 Concise Financial Reports.

DELOITTE TOUCHE TOHMATSU

Isabelle Lefevre
Partner - Chartered Accountants
Melbourne, 18 September 2012

Directors’ Declaration

The Directors declare that:

(a) in the Directors’ opinion, the attached financial statements and notes thereto comply with Accounting Standard AASB 1039 ‘Concise Financial Reports’; and

(b) the attached financial statements and notes thereto have been derived from the full financial report of the company.

Signed in accordance with a resolution of the Directors.

On behalf of the Directors,

H J Wirth AM KSJ
S Ewart
Director   Director
Melbourne, 18 September 2012
# Discussion and analysis of the consolidated Statements of Comprehensive Income

The RSPCA operating result (Net Deficit excluding gains or losses on investments) for the 2012 year was a deficit of $3,511,204. This compared to an operating deficit of $310,314 for 2011.

Operating income (Income excluding gains on investments) fell by $2,597,057 compared to the 2010/11 financial year. This was an 8.4% decrease on the prior year. A fall in bequest income of $2,578,776 combined with a downturn in retail sales of $512,822 in a difficult retail market was the main reason for this result.

Operating expenses in 2012 (Expenses excluding losses on investments) increased $403,833 compared with 2011, a net increase of 1.9% year on year. This result reflected reductions in Bushfire support grants as this program wound down after three years of providing support to the Black Saturday bushfire animals and their owners, augmented efforts to reduce shelter admission rates and increase adoption rates (which are reflected in the improved shelter statistics for the year) and an increase in legal fees related to additional prosecution legal fees and corporate legal costs.

The impact of declining share market values has resulted in a turnaround of $2,044,897, from investment gains in 2010/11 of $461,693 to losses amounting to $1,583,204 for the current year, in line with the general movements in Australian stock prices.

In contrast to equity values, dividend and franking credit income grew by $930,222. This was partially offset by a decline in interest revenue of $373,809 as short term investments were utilised for the RSPCA Burwood East site redevelopment and operational funding.

## Notes to the financial statements are included on page 56.
### Discussion and analysis of the consolidated Statements of Financial Position

Investment reserves have reduced during 2011/12 as funds were utilised for the RSPCA Burwood East site redevelopment project, regional facility upgrades, computer system upgrades and to fund the organisation's operational cash flow.

The higher level of cash and cash equivalents reflects the move from longer term investment reserves to shorter term assets to cover cash flow requirements. The substantial growth in property, plant and equipment primarily reflects the building costs relating to the Burwood East site redevelopment.

The transition of vehicle finance leases into the final year of their contracts has resulted in a movement from non-current liabilities - borrowings to current liabilities. The lower level of trade and other payables is evidence of tighter controls over spending and payments to suppliers at year end.

#### Notes to the financial statements are included on page 56.
## Statements of Changes in Equity for the year ended 30 June 2012

### RSPCA (Victoria) & Foundation

<table>
<thead>
<tr>
<th></th>
<th>Accumulated funds $</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance at 1 July 2010</td>
<td>58,960,244</td>
<td>58,960,244</td>
</tr>
<tr>
<td>Surplus for the year</td>
<td>151,379</td>
<td>151,379</td>
</tr>
<tr>
<td>Total comprehensive income for the year</td>
<td>151,379</td>
<td>151,379</td>
</tr>
<tr>
<td>Balance at 30 June 2011</td>
<td>59,111,623</td>
<td>59,111,623</td>
</tr>
<tr>
<td>Deficit for the year</td>
<td>(5,094,408)</td>
<td>(5,094,408)</td>
</tr>
<tr>
<td>Total comprehensive loss for the year</td>
<td>(5,094,408)</td>
<td>(5,094,408)</td>
</tr>
<tr>
<td>Balance at 30 June 2012</td>
<td>54,017,215</td>
<td>54,017,215</td>
</tr>
</tbody>
</table>

### RSPCA (Victoria)

<table>
<thead>
<tr>
<th></th>
<th>Accumulated funds $</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance at 1 July 2010</td>
<td>52,355,296</td>
<td>52,355,296</td>
</tr>
<tr>
<td>Surplus for the year</td>
<td>108,269</td>
<td>108,269</td>
</tr>
<tr>
<td>Total comprehensive income for the year</td>
<td>108,269</td>
<td>108,269</td>
</tr>
<tr>
<td>Balance at 30 June 2011</td>
<td>52,463,565</td>
<td>52,463,565</td>
</tr>
<tr>
<td>Deficit for the year</td>
<td>(4,349,787)</td>
<td>(4,349,787)</td>
</tr>
<tr>
<td>Total comprehensive loss for the year</td>
<td>(4,349,787)</td>
<td>(4,349,787)</td>
</tr>
<tr>
<td>Balance at 30 June 2012</td>
<td>48,113,778</td>
<td>48,113,778</td>
</tr>
</tbody>
</table>

Notes to the financial statements are included on page 56.

### Discussion and analysis of the consolidated Statements of Changes in Equity

There were no significant changes to the equity position of the RSPCA during 2011/12. The composition of the components of equity did not change nor were there any changes in the capital structure of the organisation.

---

**Purrfection**

Purr was one of 50 cats rescued by RSPCA Inspectors from an animal hoarder. Purr came into our care suffering from a number of health issues, was very underweight and cautious of people. With time and the help of Animal Attendant Amber and other members of our shelter team, Purr began showing a softer, more affectionate side. He gained weight, overcame his major health concerns and began to work through his trust issues. While providing him daily care, Amber developed a very special bond with Purr and simply couldn’t resist adding him to her family. Purr is now a happy and healthy cat, living the life of luxury with his new family.
## Statements of Cash Flows for the year ended 30 June 2012

<table>
<thead>
<tr>
<th>Cash flows from operating activities</th>
<th>RSPCA (Victoria) &amp; Foundation</th>
<th>RSPCA (Victoria)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Receipts from customers and others</strong></td>
<td>18,901,109</td>
<td>19,298,840</td>
</tr>
<tr>
<td><strong>Bequests received</strong></td>
<td>6,390,046</td>
<td>8,775,409</td>
</tr>
<tr>
<td><strong>Distribution/grants from RSPCA Foundation</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Payments to suppliers and employees</strong></td>
<td>(31,499,707)</td>
<td>(29,122,485)</td>
</tr>
<tr>
<td><strong>Dividends received</strong></td>
<td>2,207,176</td>
<td>1,276,954</td>
</tr>
<tr>
<td><strong>Interest received</strong></td>
<td>721,523</td>
<td>1,095,332</td>
</tr>
<tr>
<td><strong>Interest and other costs of finance paid</strong></td>
<td>(10,515)</td>
<td>(47,144)</td>
</tr>
<tr>
<td><strong>Net cash (used in)/generated by operating activities</strong></td>
<td>(3,290,368)</td>
<td>1,276,906</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash flows from investing activities</th>
<th>RSPCA (Victoria) &amp; Foundation</th>
<th>RSPCA (Victoria)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Proceeds from disposal of property, plant &amp; equipment</strong></td>
<td>-</td>
<td>495,120</td>
</tr>
<tr>
<td><strong>Payments for property, plant &amp; equipment</strong></td>
<td>(8,463,537)</td>
<td>(2,183,755)</td>
</tr>
<tr>
<td><strong>Proceeds from sale of investments</strong></td>
<td>2,522,273</td>
<td>1,342,180</td>
</tr>
<tr>
<td><strong>Payments for investments</strong></td>
<td>(2,498,180)</td>
<td>(2,168,813)</td>
</tr>
<tr>
<td><strong>Redemption of term deposits (periods greater than 3 months)</strong></td>
<td>16,065,691</td>
<td>2,094,934</td>
</tr>
<tr>
<td><strong>Net cash generated by/(used in) investing activities</strong></td>
<td>7,626,247</td>
<td>(420,334)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash flows from financing activities</th>
<th>RSPCA (Victoria) &amp; Foundation</th>
<th>RSPCA (Victoria)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Finance lease repayments</strong></td>
<td>(354,916)</td>
<td>(299,578)</td>
</tr>
<tr>
<td><strong>Net cash used in financing activities</strong></td>
<td>(354,916)</td>
<td>(299,578)</td>
</tr>
<tr>
<td><strong>Net increase in cash and cash equivalents</strong></td>
<td>3,980,963</td>
<td>556,994</td>
</tr>
<tr>
<td><strong>Cash and cash equivalents at the beginning of the year</strong></td>
<td>2,021,816</td>
<td>1,464,822</td>
</tr>
<tr>
<td><strong>Cash and cash equivalents at the end of the year</strong></td>
<td>6,002,779</td>
<td>2,021,816</td>
</tr>
</tbody>
</table>

Notes to the financial statements are included on page 56.

### Discussion and analysis of the consolidated Statements of Cash Flows

Net cash flows used in operating activities reduced substantially in 2011/12. The significant factors affecting this result were:

- a decrease in funds received from bequests;
- an increase in payments to suppliers; and
- a decrease in interest received from investments.

Cash flows generated by investing activities increased during the year largely as a result of redemption of investments to fund the Burwood East site redevelopment and other projects. Funds were also required to maintain a strong cash position to reduce short term interest costs.

Repayment of finance leases for the RSPCA (Victoria) vehicle fleet were the only cash flows from financing activities during the year.
1. Basis of preparation
The Concise Financial Statements have been prepared in accordance with the Corporations Act 2001 and Accounting Standard AASB 1039 'Concise Financial Reports'. The Concise Financial Statements are an extract from the Full Financial Statements. The Concise Financial Statements and specific disclosures included in the Concise Financial Statements have been derived from the Full Financial Statements of The Royal Society for the Prevention of Cruelty to Animals (Victoria). All amounts are presented in Australian dollars.

2. Adoption of new and revised Accounting Standards
2.1 Standards and Interpretations affecting amounts reported in the current year (and/or prior years)
The following new and revised Standards and Interpretations have been adopted in the current year and have affected the amounts reported in these financial statements. Details of other Standards and Interpretations adopted in these financial statements but that have had no effect on the amounts reported are set out in section 2.2.

<table>
<thead>
<tr>
<th>Standards affecting presentation and disclosure</th>
</tr>
</thead>
<tbody>
<tr>
<td>AASB 1054 'Australian Additional Disclosures' and AASB 2011-1 'Amendments to Australian Accounting Standards arising from Trans Tasman Convergence Project' adopted in IFRSs</td>
</tr>
<tr>
<td>AASB 1054 sets out the Australian-specific disclosures for entities that have adopted Australian Accounting Standards. This Standard contains disclosure requirements that are in addition to IFRSs in areas such as compliance with Australian Accounting Standards, the nature of financial statements (general purpose or special purpose), audit fees, imputation (franking) credits and the reconciliation of net operating cash flow to profit (loss). AASB 2011-1 makes amendments to a range of Australian Accounting Standards and Interpretations for the purpose of closer alignment to IFRSs and harmonisation between Australian and New Zealand Standards. The Standard deletes various Australian-specific guidance and disclosures from other Standards (Australian-specific disclosures retained are now contained in AASB 1054), and aligns the wording used to that adopted in IFRSs. The application of AASB 1054 and AASB 2011-1 in the current year has resulted in the simplification of disclosures in regards to audit fees, franking credits and capital and other expenditure commitments as well as an additional disclosure on whether the Group is a for-profit or not-for-profit entity.</td>
</tr>
<tr>
<td>AASB 124 'Related Party Disclosures' (revised December 2009)</td>
</tr>
<tr>
<td>AASB 124 (revised December 2009) has been revised on the following two aspects: (a) AASB 124 (revised December 2009) has changed the definition of a related party and (b) AASB 124 (revised December 2009) introduces a partial exemption from the disclosure requirements for government-related entities. The Company and its subsidiaries are not government-related entities. The application of the revised definition of related party set out in AASB 124 (revised December 2009) in the current year has not resulted in the identification of related parties that were not identified as related parties under the previous Standard.</td>
</tr>
</tbody>
</table>

2.2 Standards and Interpretations adopted with no effect on financial statements
The following new and revised Standards and Interpretations have also been adopted in these financial statements. Their adoption has not had any significant impact on the amounts reported in these financial statements but may affect the accounting for future transactions or arrangements.

<table>
<thead>
<tr>
<th>Standards affecting presentation and disclosure</th>
</tr>
</thead>
<tbody>
<tr>
<td>AASB 2009-12 'Amendments to Australian Accounting Standards'</td>
</tr>
<tr>
<td>The Standard also makes numerous editorial amendments to a range of Australian Accounting Standards and Interpretations, which includes AASB 108. The application of AASB 2009-12 has not had any material effect on amounts reported in the financial statements.</td>
</tr>
<tr>
<td>AASB 2009-14 'Amendments to Australian Interpretation - Prepayments of a Minimum Funding Requirement'</td>
</tr>
<tr>
<td>Interpretation 114 addresses when refunds or reductions in future contributions should be regarded as available in accordance with paragraph 58 of AASB 119; how minimum funding requirements might affect the availability of reductions in future contributions; and when minimum funding requirements might give rise to a liability. The amendments now allow recognition of an asset in the form of prepaid minimum funding contributions. The application of the amendments to Interpretation 114 has not had material effect on the financial statements.</td>
</tr>
<tr>
<td>AASB 1048 'Interpretation of Standards' (revised)</td>
</tr>
<tr>
<td>AASB 1048 identifies the Australian Interpretations and classifies them into two groups: those that correspond to an IASB Interpretation and those that do not. Entities are required to apply each relevant Australian Interpretation in preparing financial statements that are within the scope of the Standard. The revised version of AASB 1048 updates the lists of Interpretations for new and amended Interpretations issued since the June 2018 version of AASB 1048.</td>
</tr>
<tr>
<td>AASB 2010-5 'Amendments to Australian Accounting Standards'</td>
</tr>
<tr>
<td>The Standard makes numerous editorial amendments to a range of Australian Accounting Standards and Interpretations, which includes AASB 101 and AASB 107. The application of AASB 2010-5 has not had any material effect on amounts reported in the financial statements.</td>
</tr>
</tbody>
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3. Approval of financial statements
The financial statements were approved by the Board of Directors and authorised for issue on 18 September 2012.

4. Events after the reporting period
There has not been any other matter or circumstance occurring subsequent to the end of the financial year that has significantly affected, or may significantly affect, the operations of the consolidated entity, the results of those operations, or the state of affairs of the consolidated entity in future financial years.
This year we continued to work closely with wildlife carers across Victoria, who helped to provide specialist care to native animals entering our shelters. The Haven are just one of the many wildlife carers who provided this invaluable support to the community, helping animals including this Swamp Wallaby.
Our cover girl Allie was one of the many animals rescued by RSPCA Inspectors in the past year. Sadly when she was found, she was underweight and suffering from neglect with matted fur, hair loss and overgrown nails. Behaviourally, Allie also lacked training and socialisation that is critical for every happy dog. Allie and all animals at the same property were immediately taken from their owner and brought to the RSPCA for urgent care.

Following extensive rehabilitation and treatment from our veterinary, shelter and behaviour teams, Allie entered adoption. During this time, our shelter team observed a very special bond Allie had with another dog Roxy, who also came from the same property. Pleasingly, our Adoption team were able to find this inseparable duo a new loving home with Paula. With Paula’s help, the RSPCA were able to rewrite the futures of Allie, Roxy and more than 10,000 animals adopted this year – an amazing number of happy endings.
On behalf of the animals, we thank everyone who has helped make a difference to animal welfare.

Your local RSPCA can provide support and guidance regarding animal welfare. You’ll also find many animals looking for a second chance at happiness. If you are considering adopting an animal or simply want to see how your support of the RSPCA makes a difference, call into your local RSPCA or visit www.rspcavic.org.

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burwood East</td>
<td>3 Burwood Highway, Burwood East 3151</td>
<td>03 9224 2222</td>
</tr>
<tr>
<td>Ballarat</td>
<td>115A Gillies Street South, Ballarat 3350</td>
<td>03 5334 2075</td>
</tr>
<tr>
<td>Bendigo</td>
<td>20 Pipers Lane, Bendigo 3550</td>
<td>03 5441 2209</td>
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<tr>
<td>Castlemaine</td>
<td>24 Langslow Street, Castlemaine 3450</td>
<td>03 5472 5277</td>
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<tr>
<td>Epping</td>
<td>335 O’Herns Road, Epping 3076</td>
<td>03 9408 7356</td>
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<tr>
<td>Peninsula</td>
<td>1030 Robinsons Road, Pearcedale 3912</td>
<td>03 5978 9000</td>
</tr>
<tr>
<td>Portland</td>
<td>185 Darts Road, Portland 3305</td>
<td>03 5523 4690</td>
</tr>
<tr>
<td>Sale</td>
<td>11 Hunt Place, Wurruk 3850</td>
<td>03 5143 2255</td>
</tr>
<tr>
<td>Wangaratta</td>
<td>1 Connell Street, Wangaratta 3677</td>
<td>03 5722 2874</td>
</tr>
<tr>
<td>Warrnambool</td>
<td>23 Braithwaite Street, Warrnambool 3280</td>
<td>03 5561 2591</td>
</tr>
</tbody>
</table>

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The RSPCA has helped re-write the future of over 60,000 animals this year.